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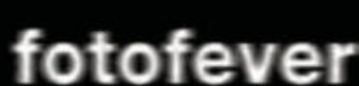
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Nº11

NORMAL

FEMMES FATALES

Mariano Vivanco • David Bailey • Rancinan • Ali Mahdavi • Thierry Le Goues
Chuando & Frey • Malo • Mario Kroes • Olaf Martens • Txema Yeste • Yan Senez
Remi Rebillard • Evelyn Bencicova • Stefan Rappo • Nicolas Guerin • Daniella Midenge

N O R M A L
LIMITED EDITION

Nº11

CONTENTS

Forewordp 7



Part I

Malo *p 10*
Chuando & Frey *p 22*
Remi Rebillard *p 36*

Part II

David Bailey *p 68*
Ali Mahdavi *p 80*
Olaf Martens *p 106*
Thierry le Gouès *p 122*
Rancinan *p 136*
Mariano Vivanco *p 150*

Part III

Txema Yeste *p 168*
Stefan Rappo *p 184*
Evelyn Bencicova *p 196*
Nicolas Guerin *p 204*

Flash on

Yan Senez *p 222*
Daniella Midenge *p 234*

Room with a view p 248



FOREWORD

FEMMES FATALES

L'image de la femme fatale est largement représentée dans tous les domaines de l'art. La photographie s'est inspirée de ce thème et de nombreux artistes mettent en scène la Femme, mystérieuse, indomptable, ensorceleuse, qui use de sa féminité pour séduire, fasciner, voire piéger le spectateur.

De Eve, la tentatrice, l'origine du péché et de la chute de l'homme, en passant par Salomé ou Dalila, mythes de la littérature judéo-chrétienne, ou la figure historique de Mata Hari, danseuse exotique et espionne, jusqu'à nos icônes modernes du cinéma avec Marlène Dietrich, archétype de la femme fatale, toutes ces héroïnes ont inspiré les plus beaux chefs d'œuvre.

Les photos sélectionnées dans ce numéro sont un hymne à la vamp sortie tout droit d'un film hollywoodien, séductrice, irrésistible, parfois maléfique et dangereuse.

Ainsi Malo la voile de tulle noir, nimbée de mystère. Remi Rebillard la met en scène, toute de blondeur, parée de broderies translucides, ceinte de pétales de rose, faussement offerte. David Bailey la voit manipulatrice, à la fois exposée dans sa nudité mais inaccessible, enfermée dans sa cage. Ali Mahdavi la fait provocante, moulée dans un fourreau rouge. Pour d'autres ce sera l'archétype hollywoodien, porte-cigarettes, ongles laqués de rouge, parfois masquée ou accompagnée d'un chat dont les prunelles vertes sont lourdes de symboles.

N'oublions pas les guerrières, telle l'amazone de Chuando et Frey, bottées, casquées, armées, les cavalières, Zorro féminin dans le soleil couchant ; la femme panthère, au corps sculpté dans l'ébène, de Thierry Le Goues. Et la femme cygne, habillée de plumes, de Mariano Vivanco est-elle ange ou démon ?

N'est-ce pas Baudelaire qui en chantait la beauté dans ces vers :

*Viens-tu du ciel profond ou sors-tu de l'abîme
O beauté ? Ton regard infernal et divin
Verse confusément le bienfait et le crime
Et l'on peut pour cela te comparer au vin.*

L'essentiel n'est-il pas dans la part de rêve que suscitent ces héroïnes, sculptées par la lumière des studios, à la voluptueuse sensualité ?

Philippe Guédon & Guillaume Rogez



PART I

Heroin

MALO



À des esprits niais il paraîtra singulier, et même impertinent, qu'un tableau de voluptés artificielles soit dédié à une femme, source la plus ordinaire des voluptés les plus naturelles. Toutefois il est évident que comme le monde naturel pénètre dans le spirituel, lui sert de pâture, et concourt ainsi à opérer cet amalgame indéfinissable que nous nommons notre individualité, la femme est l'être qui projette la plus grande ombre ou la plus grande lumière dans nos rêves. La femme est fatalement suggestive ; elle vit d'une autre vie que la sienne propre ; elle vit spirituellement dans les imaginations qu'elle hante et qu'elle féconde.

Charles Baudelaire *Les Paradis artificiels: Opium et haschich*



Modèles : Tiphaine S Schirier, Julia Lecavelle, Mariame Sakanoko
Stylisme : Charlotte Laplace, *Assistante stylisme* : Médiperle
Créateur : Etienne Jeansson, *Coiffure* : Mathieu Guignaudau
Maquillage : Anne Verhague, *Remerciements* : Laurent Hini,
Gilles Perez de la Vega, *Retouches* : Sophie - La souris sur le gâteau























*Voilà bien ces yeux dont la flamme traverse le crépuscule ; je les reconnais à leur effrayante malice !
Elles attirent, elles subjuguent, elles dévorent le regard de l'imprudent qui les contemple.
Je les ai souvent étudiées, ces étoiles noires qui commandent la curiosité et l'admiration.*

Charles Baudelaire *Les Paradis artificiels: Opium et haschich*

CHUANDO & FREY

With their keen eye for detail, their colourful aesthetics and their bright neon lights, reminiscent of science fiction, ChuanDo and Frey have a unique approach to photography.

Son of the famous aisan painter Tan Tee Chie, ChuanDo Tan obtained his diploma in design from the Singapore School of Fine Art before launching himself as a model in the late 1980's. 15 years later, he decided to become a fashion and celebrity photographer and partnered with Frey, a photographer and engineer. A duo was born. They thus entered the spotlight and started leaving their mark on the industry by regularly collaborating with great international fashion magazines. The duo's unique creativity has since then also been at the service of various local and international commercial clients such as Louis Vuitton, L'Oréal, Motorola...

As strong supporters of social causes, ChuanDo and Frey have, through their work, actively contributed to community initiatives such as the fight against AIDS and the support of the foundation against breast cancer.





Could you describe your style like a friend of yours would describe it?

To be honest, we wouldn't really know, because we hardly spoke about work amongst friends. But we have met people who came up to us and told us how distinctively & recognizable our style is, even not having to look at the credit.

How does the partnership work?

We both basically share all tasks because we have the fair share of knowledge from anything from lighting to post work. so it doesn't really matter.

Did you have the same criteria beauty, your aesthetic Canon?

We definitely do ! There's a good reason why we decided to collaborate together because we often find ourselves agreeing to the same perception of beauty .

What is your version of nude in your photography?

Human body is a beautiful thing. We all born naked. We don't have to look at a naked body only in a sexual way. In fact we believe a nude photo should be inspiring enough for you wanting to be that person in that photograph, and also shot in a way that makes you feel comfortable even to look at this photo right in front of your family.

What make a good picture for you ?

Enough to make you want to take a look over and over again, it should be timeless.

What would a model say about you?

This quote came from a female. Model - "it was a breeze working with CDF even it was my first shoot ever! They literally "posed" every bit of my limbs, and told me what to do, where to look, and how to angle my head in front of the camera!"

Aside from photography, any others passions?

we also share strong interest in anything to do with interior, housing and furniture design etc. something we

would like to get involved in the near future.

Your typical day?

Chuando: Living a healthy lifestyle is something that I've been doing since I was a teenager, so I would say, exercise to start the day, preparing healthy meals. Pretty much my typical day when there isn't any shoot.

Frey: though it is not something I started since young, but I do like to hit the gym first things first before food. I don't usually cook, I'm happy with what I can find at any food courts, which is often sliced fish with vegetable in soup with a bowl of rice, or sometime steamed chicken with rice.

Are you achieving your childhood dreams?

Chuando: definitely not ! Hahaha ... I always wanting to work with animals or something to do with the nature.

Frey: I was into engineering actually.

The most photogenic place?

They are just too many, it would be unfair just to mention one.

Do you consider yourself an artist?

We'd like to believe we are someway or another haha ... because to us, an artist is someone whose work is true to his idea, belief and himself, and hence, all his works will have a natural distinct style of his.

How do choose the good image?

Purely by instinct ! whichever is your first choice.

If you could switch your life with someone for a day, who would it be?

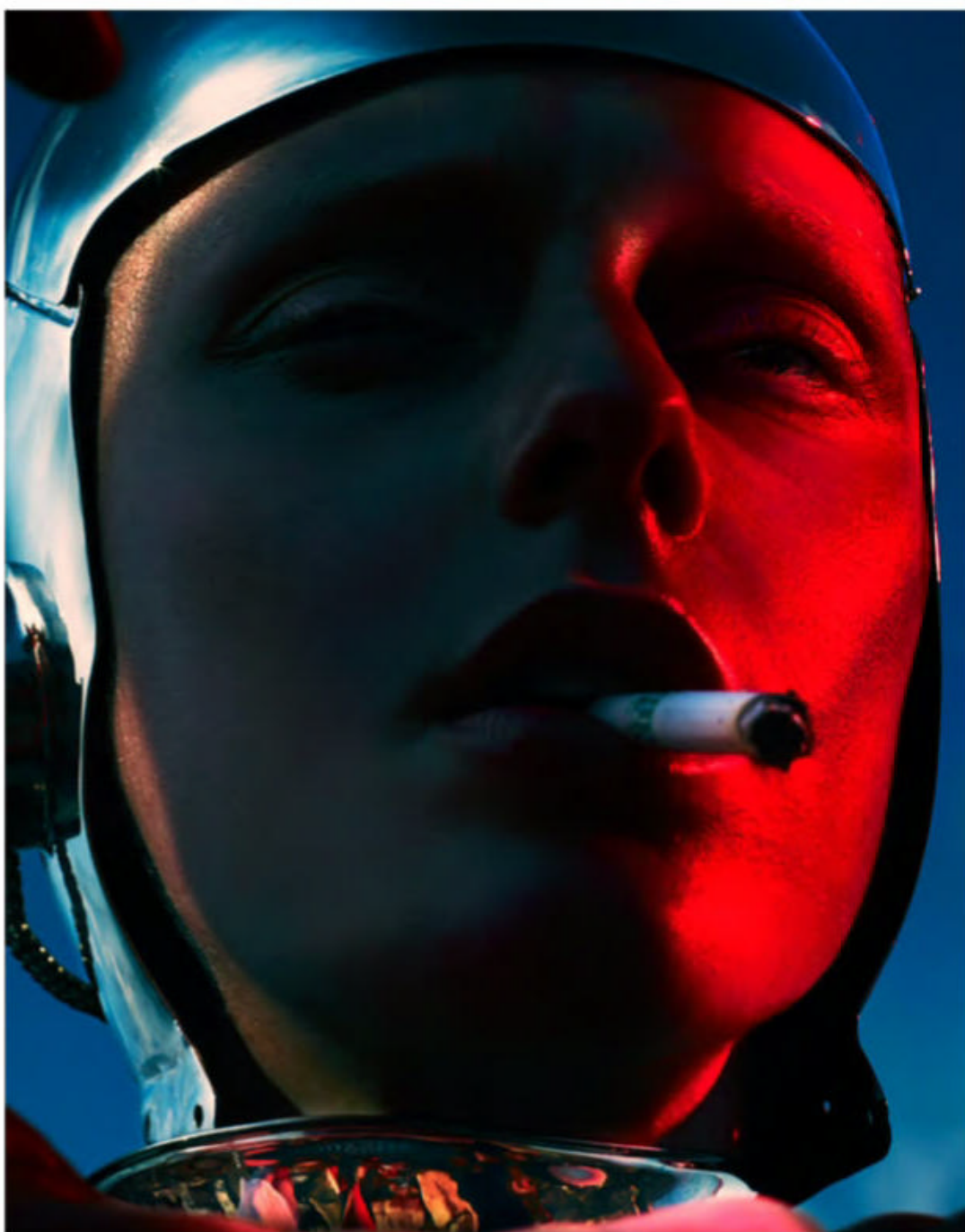
Chuando: what do u call someone whom is able to sleep all day, eat anything that he wanted, watch all tv series and movies, travel to all those exotic places, not having to worry about income, at the same time doesn't put on fat ! Oh Is that Superman ? But just without all the chores to save the world LMAO

Frey: I'd love to be a MI5 agent for a day, a day that is full of actions but without being killed !





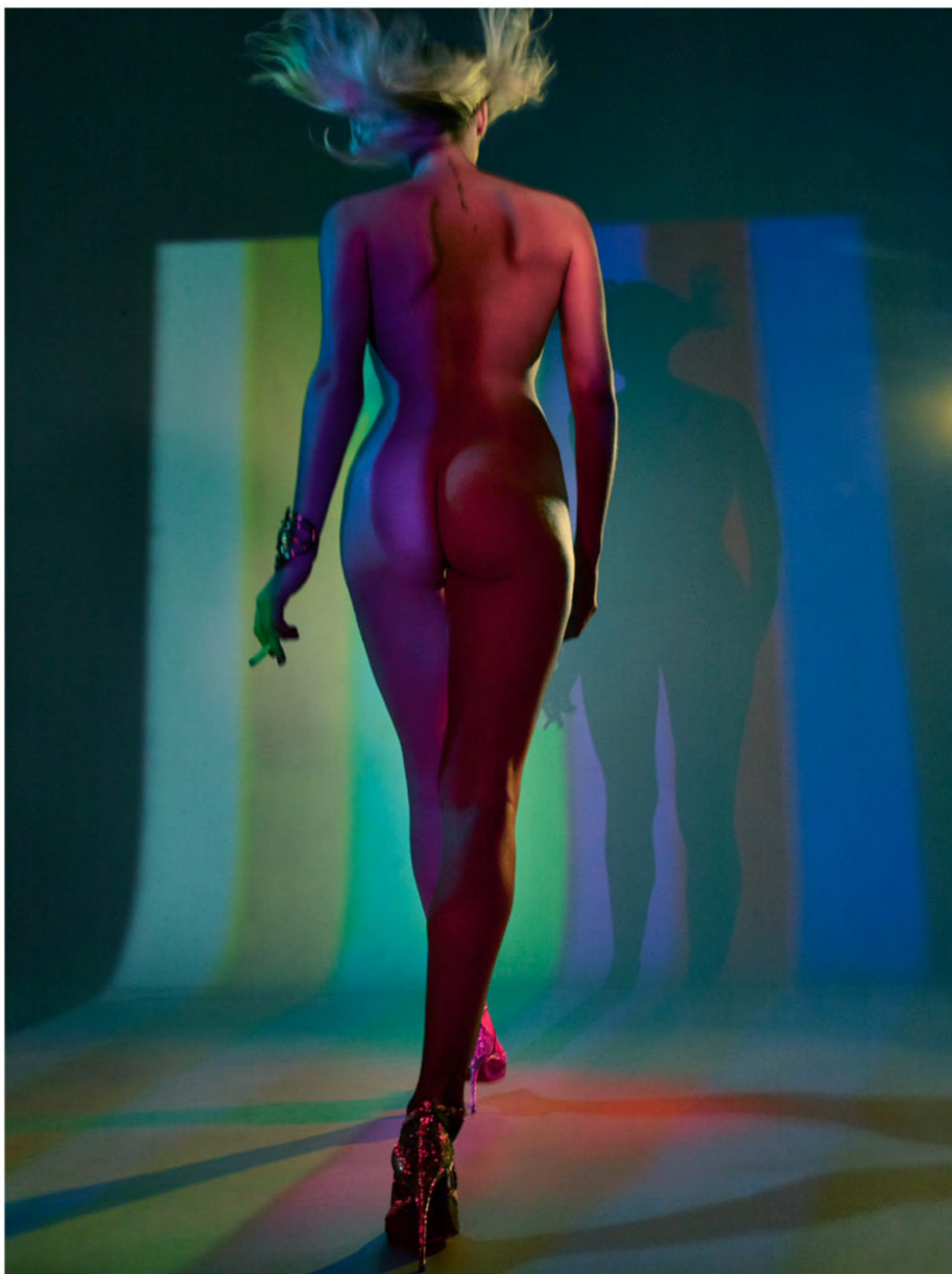


















MARIO KROES

Mario Kroes is a photographer and artist born in Germany in 1986 who now shares his life between New York and Los Angeles. Driven by a burning desire and a strong creative talent, he gave up his office job at the age of 26 to start a career in photography. Inspired by great figures such as Helmut Newton, Irving Penn and Richard Avedon, his approach to photography is intimate, militant and raw. As a fashion and black and white photographer, Mario Kroes wishes to always place women at the center of his work whether they are sometimes clothed, sometimes upset and most times undressed. He gracefully and without an ounce of vulgarity captures the complexity of his models.

“

A PAINTER HAS HIS PALETTE, HIS CANVAS, HIS BRUSHES, HIS MUSE AND HIS LIGHT.IT IS NOT SO DIFFERENT FOR ME.































REMI REBILLARD



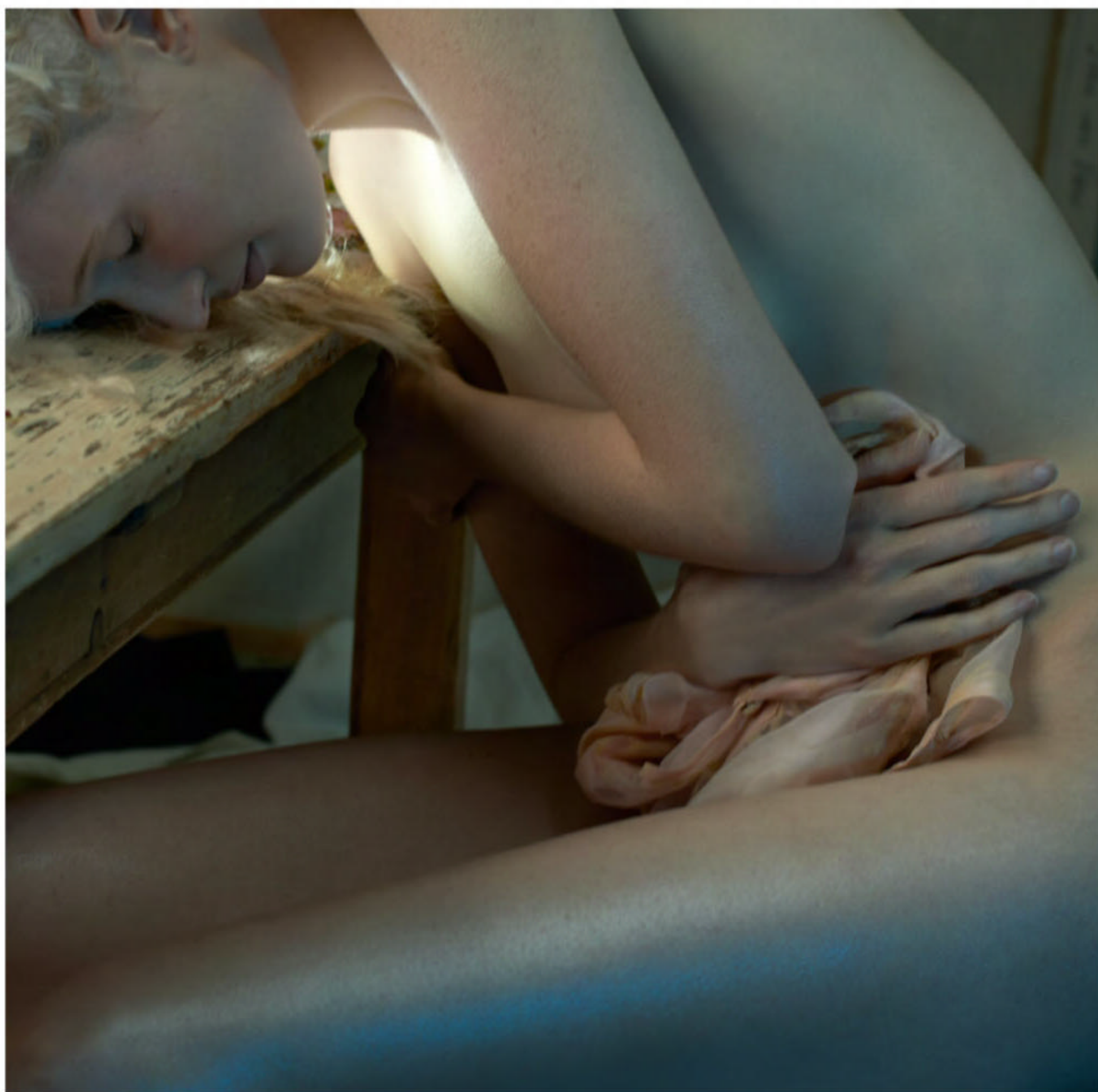
Model : Alena Renay
Stylist : Felix Elisabetta Forma
Hair & makeup : Liam Dunn Sebastian with
Makeup Forever







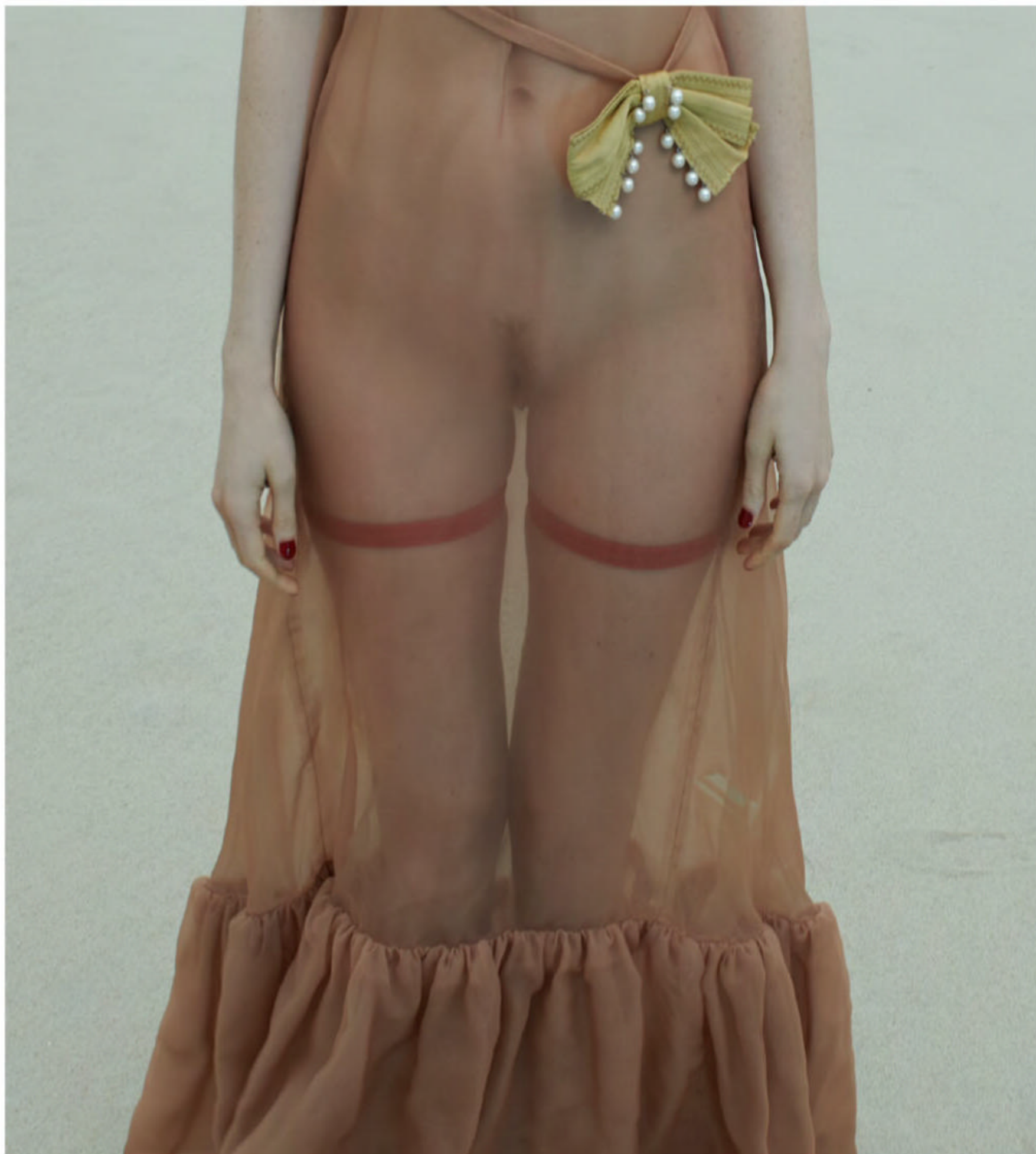


















PART II

The amazon

DAVID BAILEY

David Bailey challenges the codes and traditions of photography. He has a love for the purity and the authenticity of a picture taken on the spot. His approach is personal and peculiar. His work is his passion, his way of expressing his will, his desires, his fantasies.

The enfant terrible of the world of fashion was born in London in 1938. As a self-taught photographer, his new found popularity brought tremendous change to the world of fashion and advertisement photography thanks to intimist approach. His models are true and proud women who wish to no longer be considered as mere coat hangers. He is, often wrongfully, simply considered as a fashion photographer due to his partnership with vogue. His more personal works include landscapes, journalism and nude; an approach to photography strongly influenced by cinema and documentaries.

In 1948, he comes across a black and white picture of a woman in prayer, taken by Henri Cartier Bresson. He immediately proceeds to acquire a analog camera. This photograph and his discovery of Stravinsky and Picasso will mark a turning point on his artistic journey. "I saw a piece by Picasso in Look magazine when I was seventeen years old. I had no idea what a work of art was before this point, and it excited me. If I had to choose a moment that felt anything close to a revelation in my entire life, it would be this moment. Picasso had shown me that there were no rules. A bicycle wheel doesn't necessarily have to be round. He had a simplistic visual ingenuity that was never complicated or pretentious. It is this simplicity that I strive to express through my pictures". After applying to work for several magazines and photographers, David Baily became an assistant

to the John French studio in 1959 before making his debut as a photographer with John Cole in May of 1960. He was later hired at the age of 22 as a fashion photographer for the british magazine Vogue. A studio shot picture taken for the Daily Express, representing Paulene Stone on her knees with a squirrel in her hand, is the impending sign of Bailey's creative force. This picture marks the beginning of his seperation with the period's standards. He rapidly gets his first front page on the cover of Vogue in february 1961. In only a year, he shot 800 editorial pages for Vogue and acquired an incredible rise in popularity.

In 1966, famous italian director Michelangelo Antonioni took inspiration from David Bailey when working on this movie Blowup, which depicts the surreal life of a fashion photographer in London.

David Baley immortalized John Lennon, Paul McCartney, George Harrison, Yoko Ono and the Rolling Stones before creating an album cover for The Who. He captured portraits of celebrities such as Mia Farrow, Brigitte Bardot, Catherine Deneuve, Peter Sellers or Michael Caine and more recently Kate Moss and Naomi Campbell.

Bailey is also the creator behind several television advertisements and documentaries. From 1968 to 1971, he directed and produced TV documentaries such as Beaton, Warhol and Visetoni. He was appointed Commander of the British Empire in 2001. For this interview, we met the Master in his London based studio. Now at the age of 80, David Bailey is still active and creative. He still takes photographs, but also paints and sculpts... This is a reflection of a world, an era, the potrait of a captivating, saavy, honest, fun and innovative man.

“ I HAVE NEVER MET AN UGLY WOMAN











Conversation with
DAVID BAILEY





LES PHOTOS QUE J'AI
PRISES SONT SIMPLES
ET DIRECTES; ELLES
PARLENT DE LA
PERSONNE QUE
JE PHOTOGRAPHE
ET NON PAS DE MOI.
JE NE ME SOUCIE PAS
DE COMPOSITION OU
DE CHOSES COMME
ÇA. JE VEUX JUSTE
QUE L'ÉMOTION
DE LA PERSONNE
TRANSPARAISSE DANS
LA PHOTO... CAPTER
QUELQUE CHOSE DE
CETTE PERSONNE.



ALI MAHDAVI

Born in 1974 in Terhan, Ali Mahdavi is a multi-talented artist who loves to experiment. He lives and works in Paris as a plastic artist, a photographer, an illustrator, an artistic and film director.

At the age of 7, young Ali Mahdavi is forced to leave Iran with his family. Disguised as Kurds, they crossed the border and made their way to Paris. Once there, Ali decides to study art, which he does first at the Ecole Boulle of fine arts before opening himself to fashion by joining the Duperré School of Applied Arts.

In 1992, he joined Thierry Mugler's ready-to-wear and haute couture creation studio as a fashion designer. He was then admitted into the "Ecole Nationale des Beaux-Art in Paris". After multiple foreign exchanges and travels (at the Royal College of Art in London and the San Francisco Institute), he graduated with unanimous congratulations from the jury. Immediately after, he launched his first exhibition as a plastic artist where he depicted, with an obsessive fashion, the relation humans have to the body and to beauty, through a series of photographs, films and installations.

He then grabbed the attention of the world of fashion and began taking celebrity

portraits before working for various prestigious fashion magazines and creating advertising campaigns for luxury brands.

Having studied drawing and painting, two disciplines he perfected at the Fine Arts School of Paris, Ali Mahdavi manipulates light the same way a painter would his palette. He rarely takes influence from other photographs but mostly from pictorial and cinematographic works. In this continuity, he became the artistic director of the "Désirs" revue at the "Crazy Horse Paris" which he created with Philippe Découflé, all while staging on his own, and for the same institution, featured artists like Dita von Teese.

In the mean time, he directed music videos and advertising films for great brands such as Cartier, Thierry Mugler, Agent Provocateur or Dom Pérignon and more personal and story focused short movies that helped him develop his directing style. However, these very diverse activities have not distracted him from his work as a plastic artist which he actively carries on. Some pieces of his artwork have been acquired by great Parisian and foreign museums and are often featured in private collections.

“ I HAVE NEVER TAKEN A SINGLE
PHOTOGRAPHY COURSE, I HAVE NEVER BEEN
ASSISTANT TO ANOTHER PHOTOGRAPHER.

















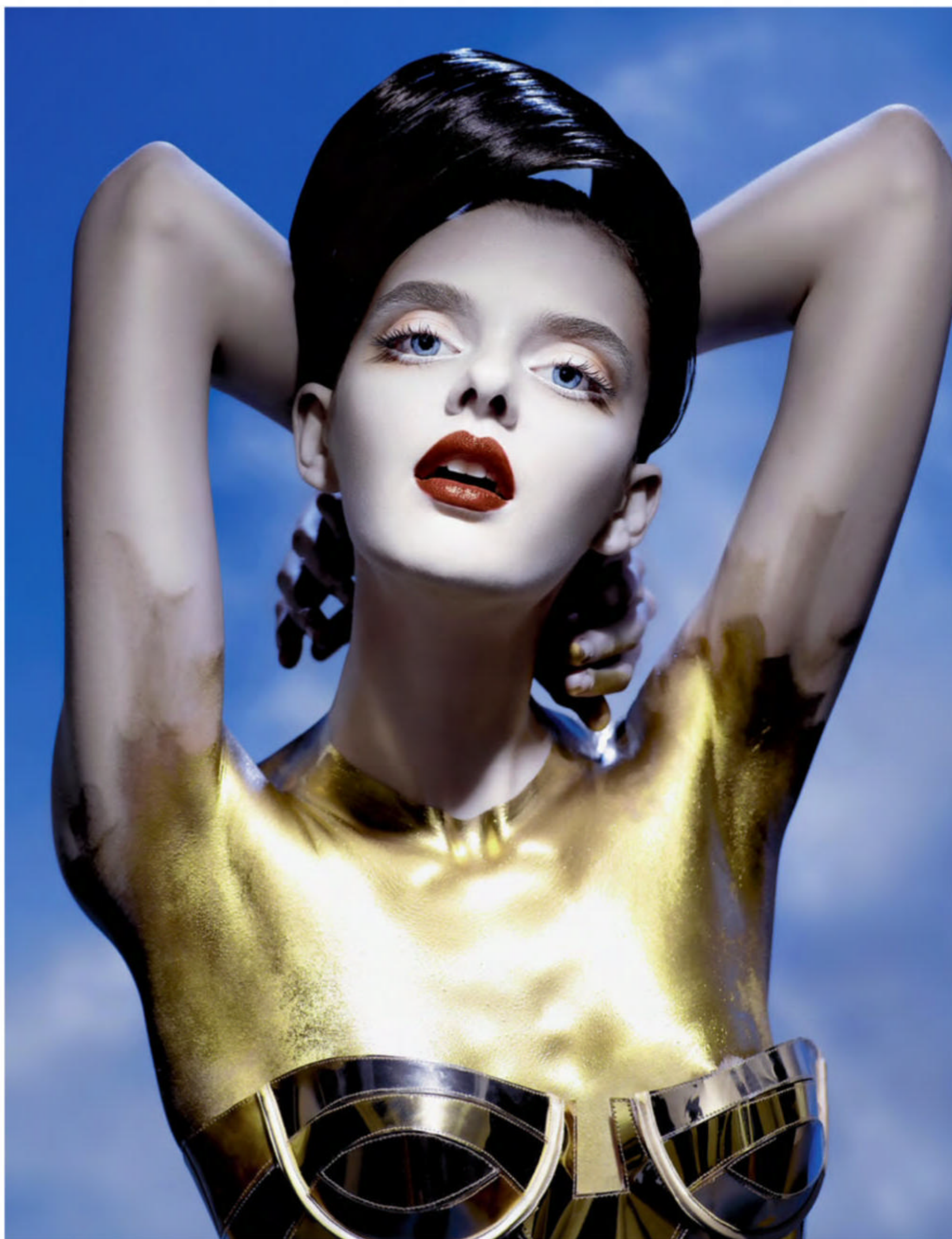
*JE SAIS AU
MILLIMÈTRE PRÈS
QUEL EST L'ANGLE
DE PRISE DE VUE
OU LE CADRAGE
QUE JE DOIS FAIRE
POUR QUE CETTE
PERSONNE SOIT
AU MAXIMUM DE
SA BEAUTÉ.*





















Credits

Page 81, Dita von Teese, stylisme Loïc Masi – Page 82, Robe Burkouture, dessinée par Ali Mahdavi – Page 84, Thierry Mugler, modèle Diana Dondoe, Stylisme, Leila Smara - Page 85, DA Vincent Darré, stylisme Catherine Baba – Page 86, Modèle Eva Ionesco, Stylisme Catherine Baba – Page 89, Modèles Caroline Winberg & Eva Ionesco, Stylisme Catherine Baba – Page 90, modèle Violeta Sanchez, DA Laurent Mercier – Page 94, DA Christian Louboutin – Page 96, modèle Nadjia Auermann, DA Christophe Brunnquell, Stylisme Jonathan Huguet – Page 97, Modèle Irina Shayk, Stylisme Catherine Baba – Page 98, Modèle Masha Tyelna Page 102, Modèle Anna Cleveland, Stylisme Catherine Baba - Page 103, Modèle Betony Vernon, Stylisme Paulus – Page 105 DA Tom Ford, Joy Bryant





OLAF MARTENS



After studying photography at the highly renowned Academy of Fine Arts in Leipzig, Olaf Martens tastes success for the first time as a photographer, notably in 1990 in the GDR when Stern magazine publishes some of his nude works with the title: “The East German Helmut Newton”. His East German origins greatly influence the evolution of his personal ideas: “The wall was also a wall of pictures. We had no idea what new trends were emerging and we thus couldn’t conform to them”. From the 1990’s to this day, Olaf Martens has directed many photographic essays, fashion pictures for magazines and even advertisement campaigns for international luxury brands. At the same time, he creates his first art photographs in which the artist manipulates the flashy aesthetic of advertisement pictures and

takes joy in creating ironic ruptures of tone. Martens gives birth to works that, by way of analogy, explore the complex world of obvious contradictions: the elegant and the disproportionate, the new and the old, the real and the surreal, the erotic and the abject. He toys with our expectations, deconstruct our values and creates a synthesis from fragments.

A constant theme in Olaf Martens’ artistic work is women. Often nude, always erotic, but never objectified, as they are always depicted beyond the spectrum of other stereotypical representations. Instead of being used as bland projection surfaces, twisted into perfection and thus becoming one-dimensional, Martens’ models are the center piece of a highly contrasted and personal aesthetic.

“ Photography as a whole is headed once more towards realism and this aspect is very prevalent in my pictures. Most of the main communication forms are now computer based, but this doesn’t leave much space for real life. I constantly tell my student photographers to remain authentic. Don’t craft pictures on your computer. Seek reality !





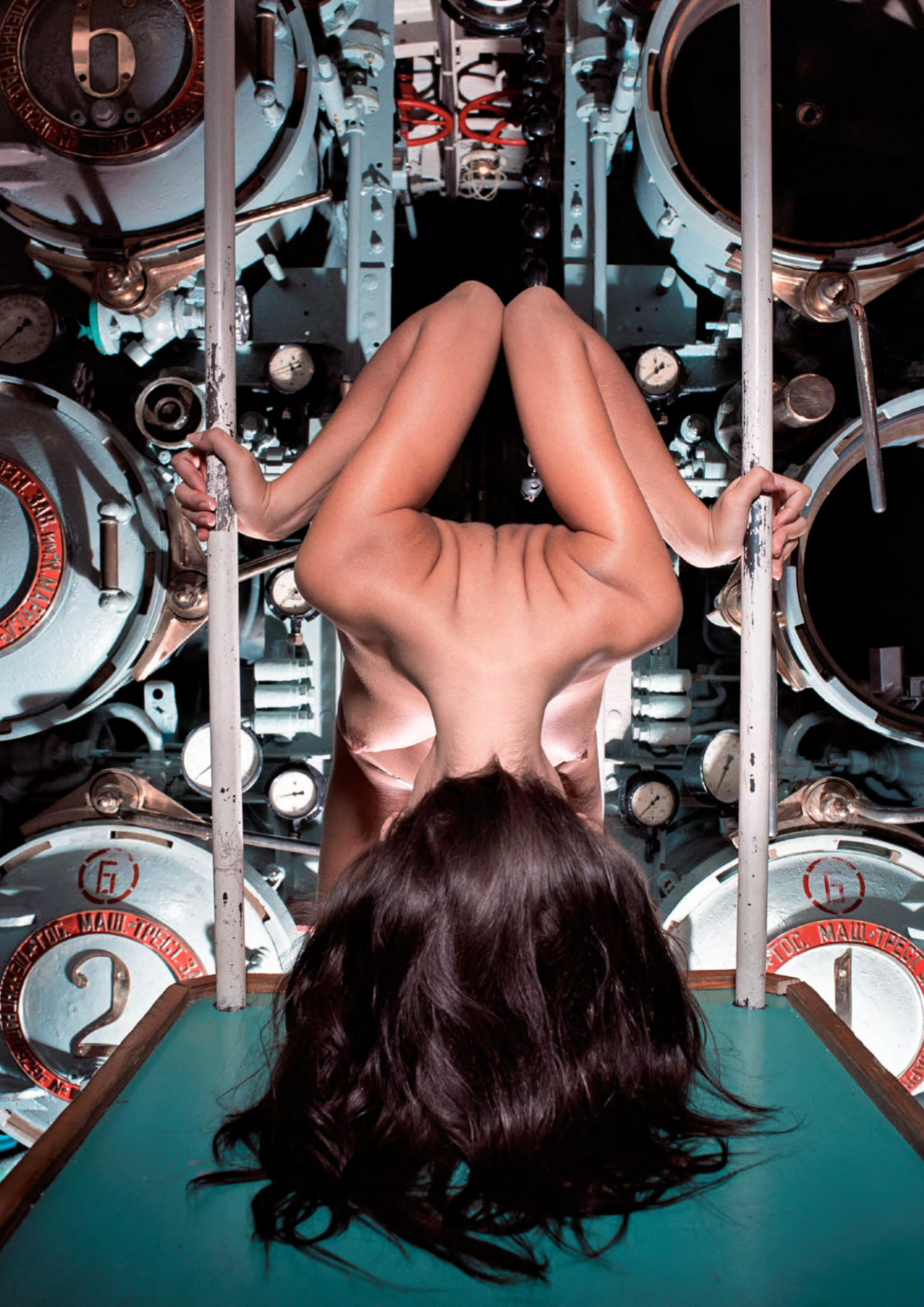












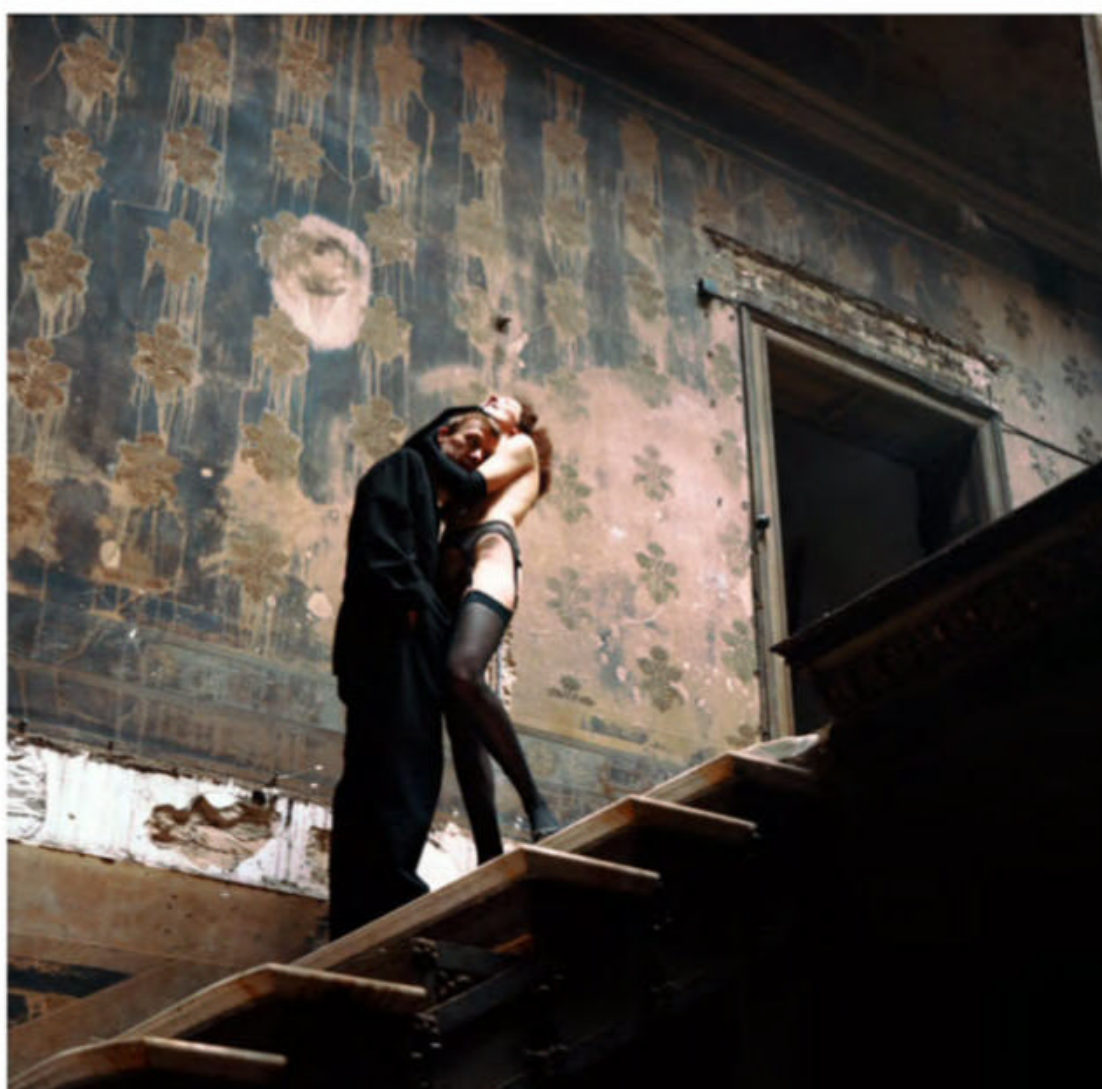


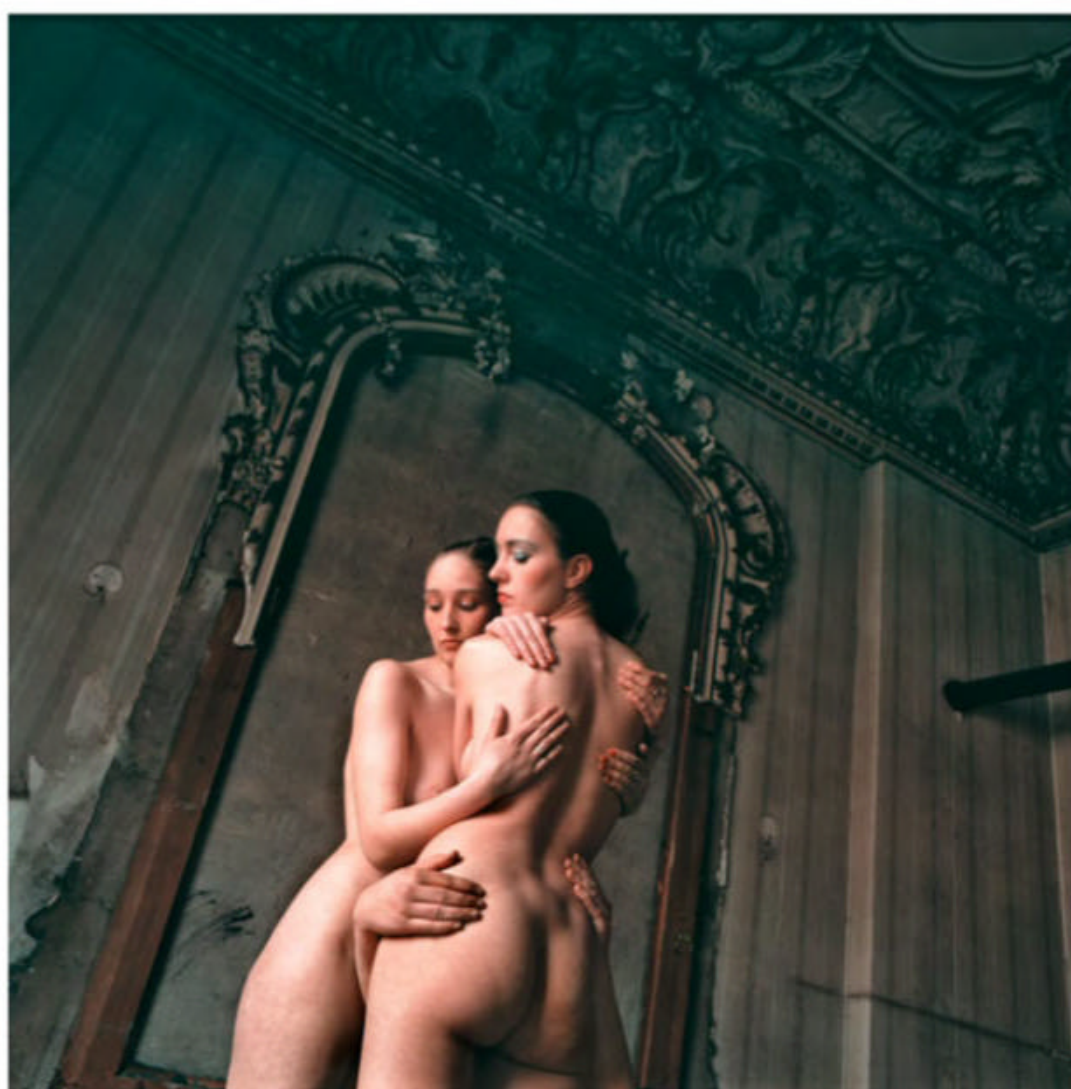






AUJOURD'HUI, LES PHOTOS
SONT SOUVENT RETOUCHÉES
ET LISSÉES. MAIS SOUVENT,
LA BEAUTÉ RÉSIDE DANS
LES IMPERFECTIONS ET LA
DIVERSITÉ. CHAQUE IMAGE
A SON PROPRE CARACTÈRE.
ET JE TROUVE LES VIEILLES
CHOSSES BELLES. LES VIEILLES
CHOSSES ONT UNE ÂME. VOUS
VOYEZ LA PATINE SUR UN VIEUX
MUR OU SUR UN MEUBLE
ET VOUS VOUS DITES :
QUELQU'UN A VÉCU ICI. C'EST
LA MÊME CHOSE AVEC LA
SOCIÉTÉ EN GÉNÉRAL, SI TOUT
EST TOUJOURS NOUVEAU,
ALORS IL N'Y A PAS DE
STABILITÉ.





THIERRY LE GOUÈS

Thierry Le Gouès is not just a fashion photographer, but also an excellent photographer. The piece represented here, called Soul, is directly inspired by Sub Saharan Africa. These photographs represent the feminine nude as authentic ebony and light sculptures.

The artist explains his way of proceeding: “Whenever I take a picture, I try as much as possible to penetrate the very nature of things, to tell real life experiences et have them be reborn from the inside. Through the lense of my camera, je can see the world without any make-up: either in black, or in white. But mostly black.”

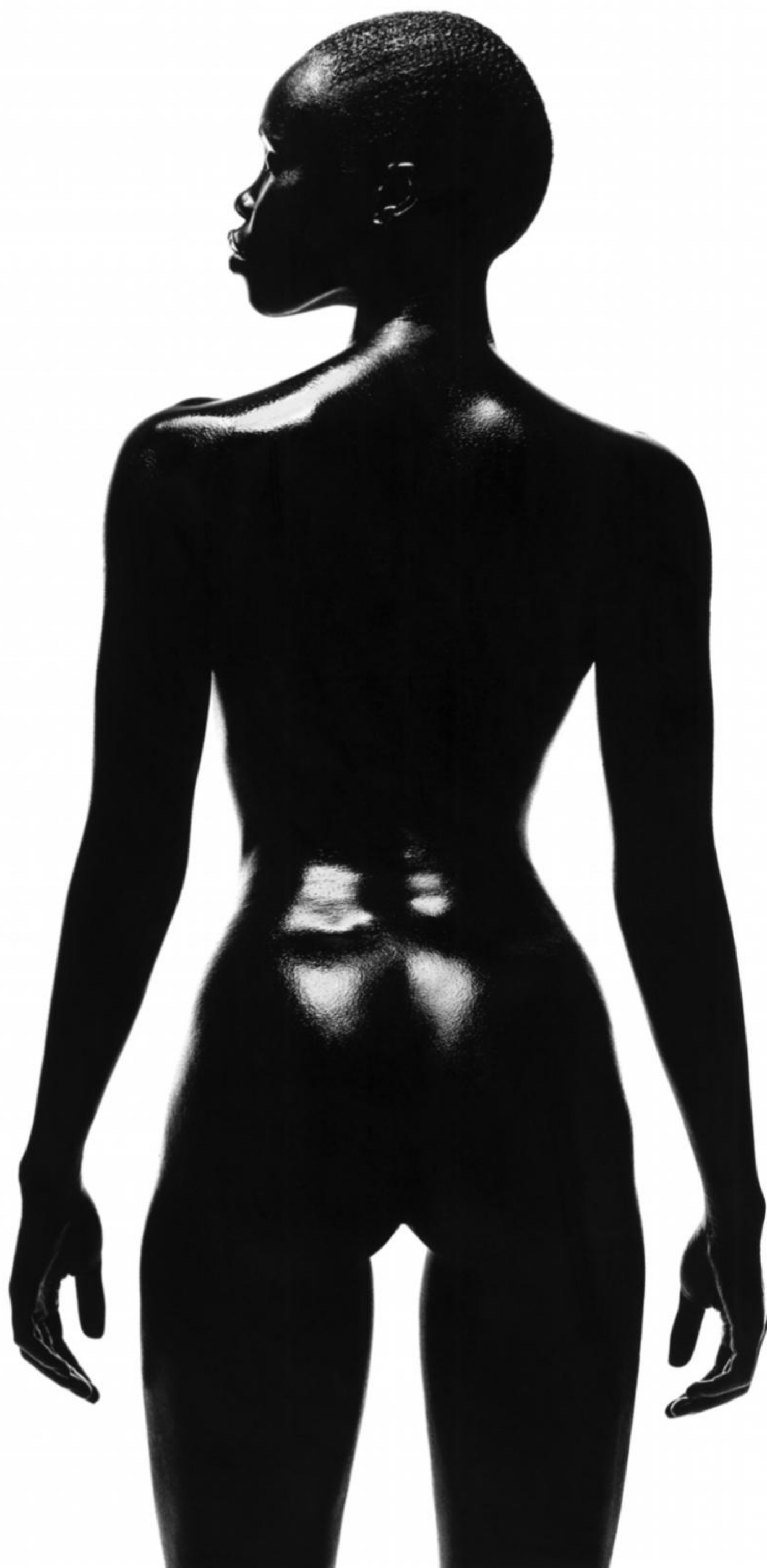


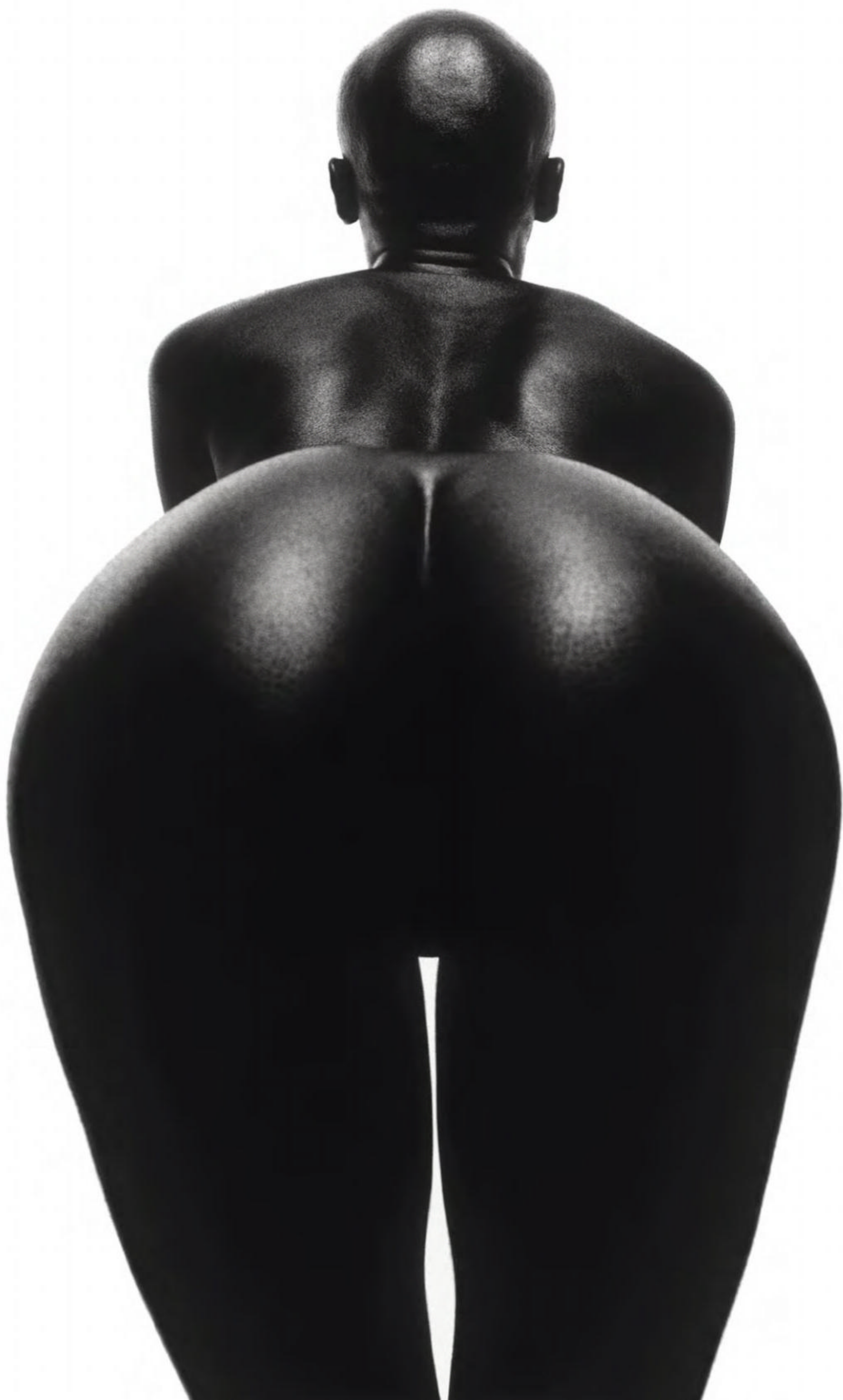






















RANCINAN

LONG AGO

























*JE SUIS UN
OBSERVATEUR :
JE REGARDE
LE MONDE ET SES
«PASSAGERS» PUIS
JE LE RETRANSCRIS
COMME JE LE
RESSENS.*



MARIANO VIVANCO

IMMORTAL QUEENS

Acclaimed star photographer Mariano Vivanco was named amongst the 500 greatest fashion professionals. Known for his perfect technique and his otherworldly creativity, he has sublimated great figures such as Cindy Crawford, Naomi Campbell, Penelope Cruz, Rihanna and Dita Von Teese. Yet, Vivanco's work doesn't simply capture beauty at its most simple. Between empowerment and intelligence, he has the ability to show the true nature of his models, who can thus blossom and reveal themselves as individuals. From this ideal emerge images of strong, powerful and confident women facing pure and idealized men. Supine men and dominant women. Sometimes the roles are reversed. Through his imagery, the artist manipulates and transcends the restraints of fashion to express his conception of beauty, strength and spirit.

Mariano Vivanco's dashing success is on par with his personality: volatile, optimistic and cheerful. As a hot-blooded Peruvian, he is full of vitality and enthusiasm. Having traveled the world from a very young age, he left Peru at the age of ten before settling with his family in New Zealand. Inspired by Streichen and Horst, he moves to London in the year 2000

to pursue a career as a fashion and portrait photographer. His hopes come to fruition when he gains the trust of the magazine Dazed & Confused. He thus starts gaining popularity from the public of London. His works are then largely exhibited and published. From renowned magazines (Vogue, GQ, Harper's Bazaar, Numero), international campaigns (Mugler, D&G, Linda Farrow, Fenty Beauty) and books like Portraits Nudes Flowers and Ninetyfive Chapel Market, his portfolio is now as impressive as it is surprising. At the origin of such success lies Mariano Vivanco's ability to adapt to any situation, any subject, any media. He reveals himself as a creator and an innovator through his photography: the images come to life under his control. He captures every movement, follows any tremor and thus showcases a palette of raw emotions. He wishes to transcend still images as well and slowly evolves towards video. Indeed, according to him, our modern day society is no longer satisfied by frozen pictures. Dynamic images feed the attention of the youngest just as they stimulate Mariano Vivanco's curiosity. An elusive figure, this photographer never ceases to evolve. More popular than ever, he is truly a man of motion.











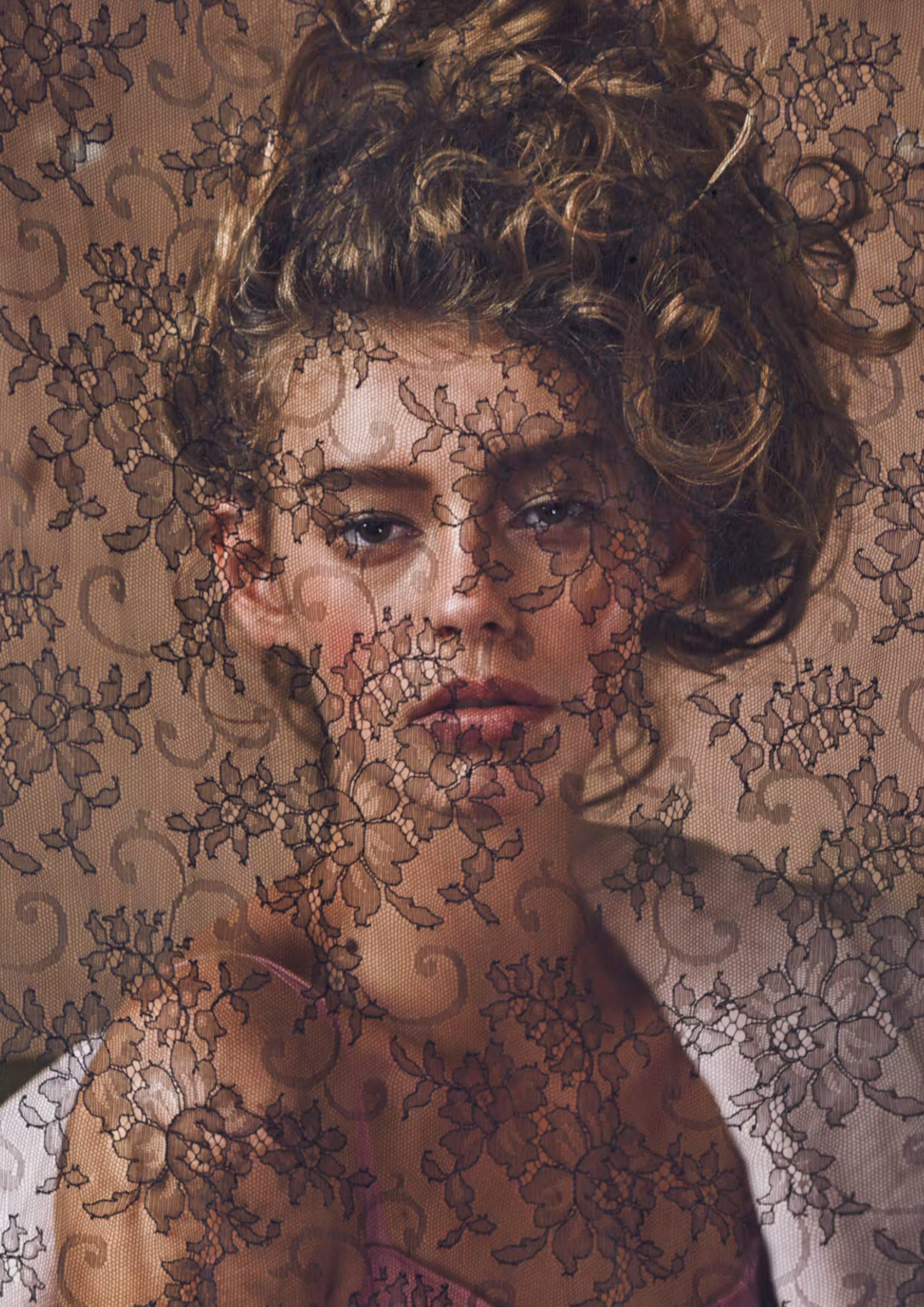
“
**NUDITY IS THE PUREST
FORM OF ARTISTIC
EXPRESSION.**





















PARTIE III

The Nymph

TXEMA YESTE

FAIRY TALES CHARACTERS

Born in Spain in 1972, Txema Yeste began her career as a journalist after studying photography in Barcelona, then in Birmingham. Her stunning and surreal pictures are a mix of top-range techniques, sophisticated imagery and perfectionism.

Txema Yeste seeks authentic characters since she began her career as a journalist, working on subjects ranging from gypsy families to politicians, from truck drivers to famous writers. Nowadays, her models are much more glamorous. However, even if she went from newspaper documentarism to directing creative editorials for great fashion magazines, Txema remains fascinated with capturing original individuals and subjects.

Txema's editorials and campaigns always give the impression that her models are strong and complex creatures, gifted with a life of their own, rooted in tales and legends. Her work focuses as much on diversity of spirits and personalities as on clothing and accessories.





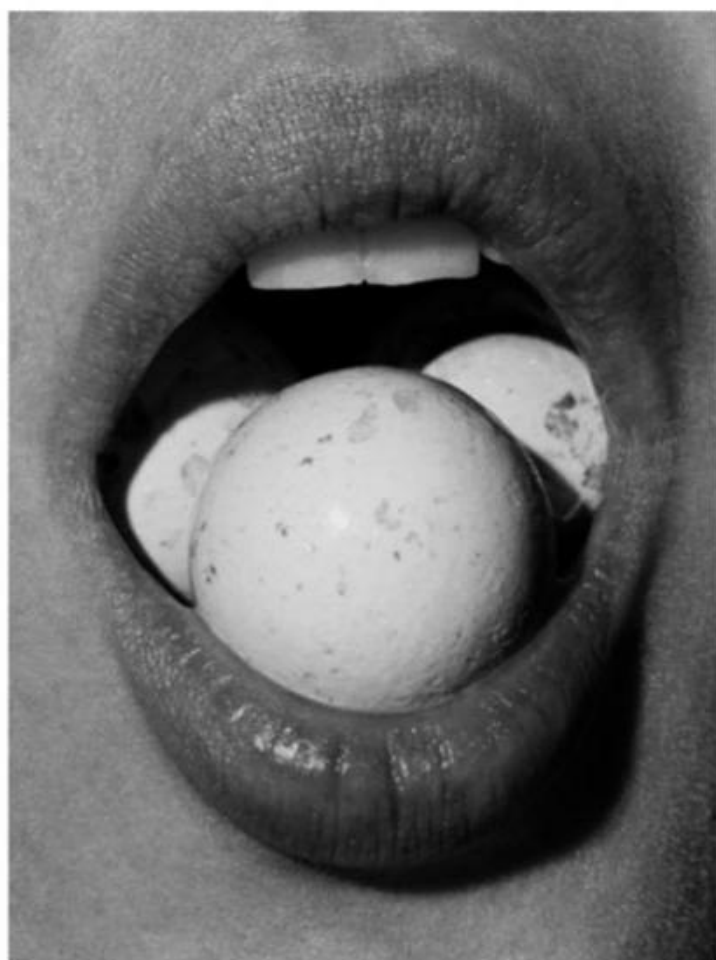








“
ONE MUST LOOK AT EVERY
THING WITH EVERY
POSSIBLE ANGLE















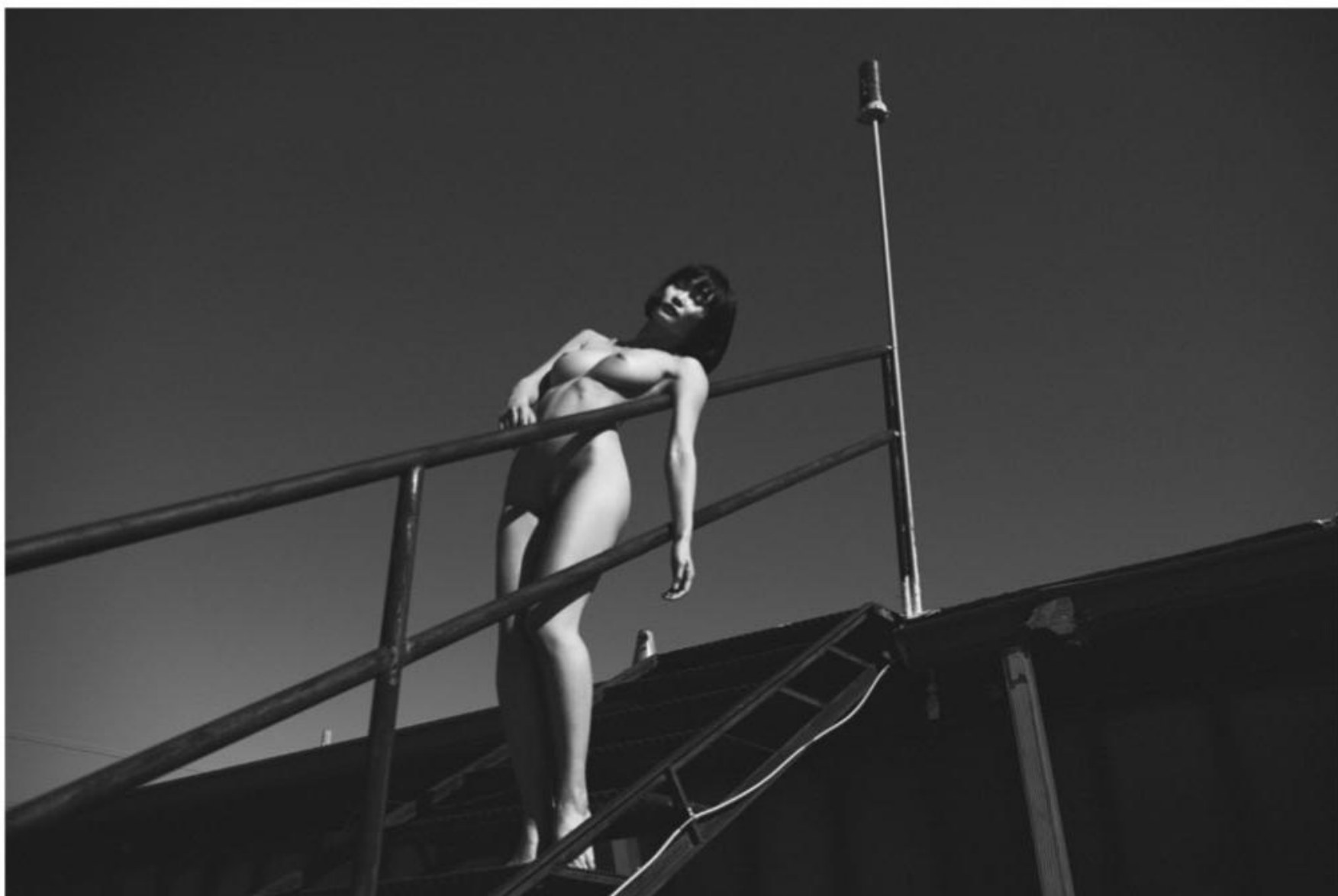




STEFAN

MIKI HAMANO

RAPPO









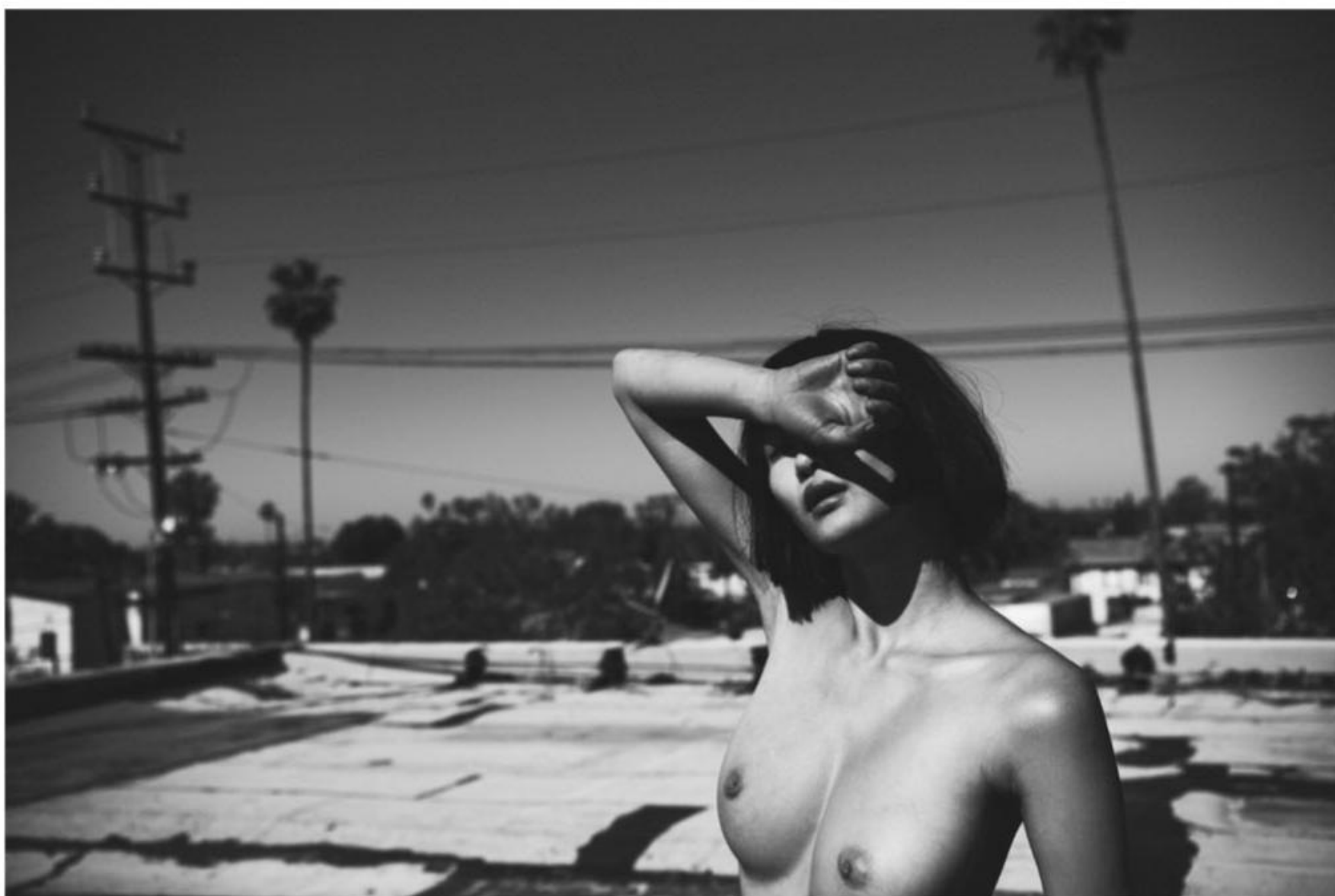












Photographer : Stefan Rappo, Model : Miki Hamano, MUA : Julie Meno

EVELYN BENCICOVA



A STUDY OF HYSTERIA



The story of hysteria, the first major disorder ever attributed to women, is a story of negligence and pain. It is a story of a masculine authority that pitted women against their own mysterious and untameable body through a religious, medical and psychological agenda. Medecine was thus manipulated into a cult of misogyny, not meant to cure, but to punish its patients. Patients considered as ill merely for having dared to express discomfort.

Diagnostics became so frequent that the symptoms began to be identified in just about everyone as long as they were female. Ranging from asceticism to sexual impulse, from apathy to rage, not to mention the demonic nature of women, to physical fragility and sensitivity, courage and the wish to express themselves seemed to be their true sickness. Thoughts and ambitions were simply not considered to be a part of the feminin nature.

It was used to define the women who refused the role of an obedient and quiet housewife or mother. Women who strived for education, respect and consideration in society. Women who were accused of being abnormal and sick and who ended up tortured and executed.

At a time when the old world was being judged for its inhumane technics of inquisition and its many witch trials, feminists and intellectuals were being thrown into asylums and forced to endure treatments that included compulsory confinement to bed, forced feeding, solitary confinement, mental abstention, painful tasks (like reading or writing) and sensory deprivation.

In 1980, hysteria was removed from the Diagnostic and Statistical Manual of Mental Disorders, but has it really disappeared? Or has it merely taken a new guise?



Model : Hazel, *MUA* : Christina Lutz & Simon Korensov
Hair : Henry Olivier, *Light assistants* : Malo & Laurent Hini
Production : Incarnatio, *Studio* : Red Art Factory

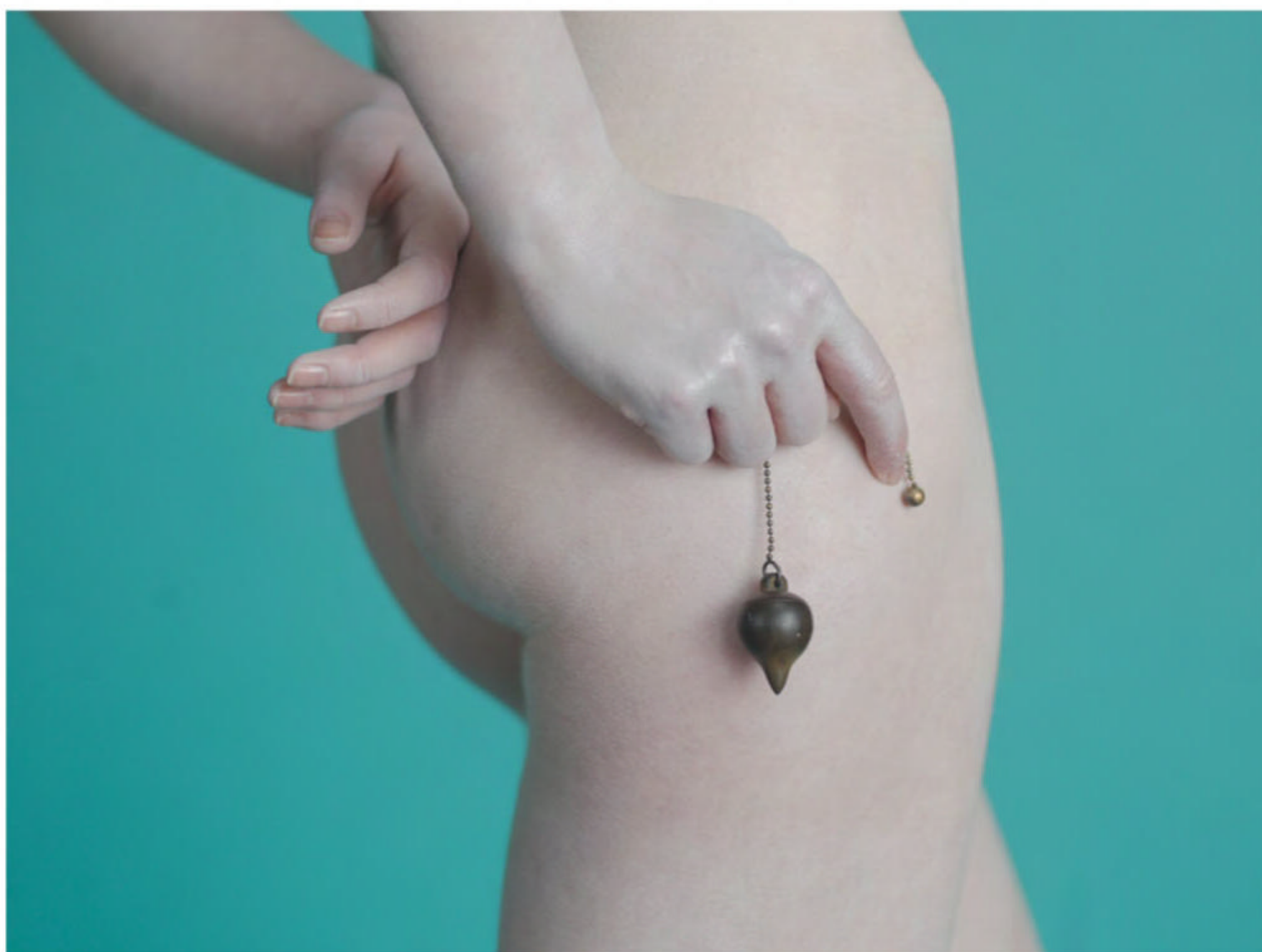


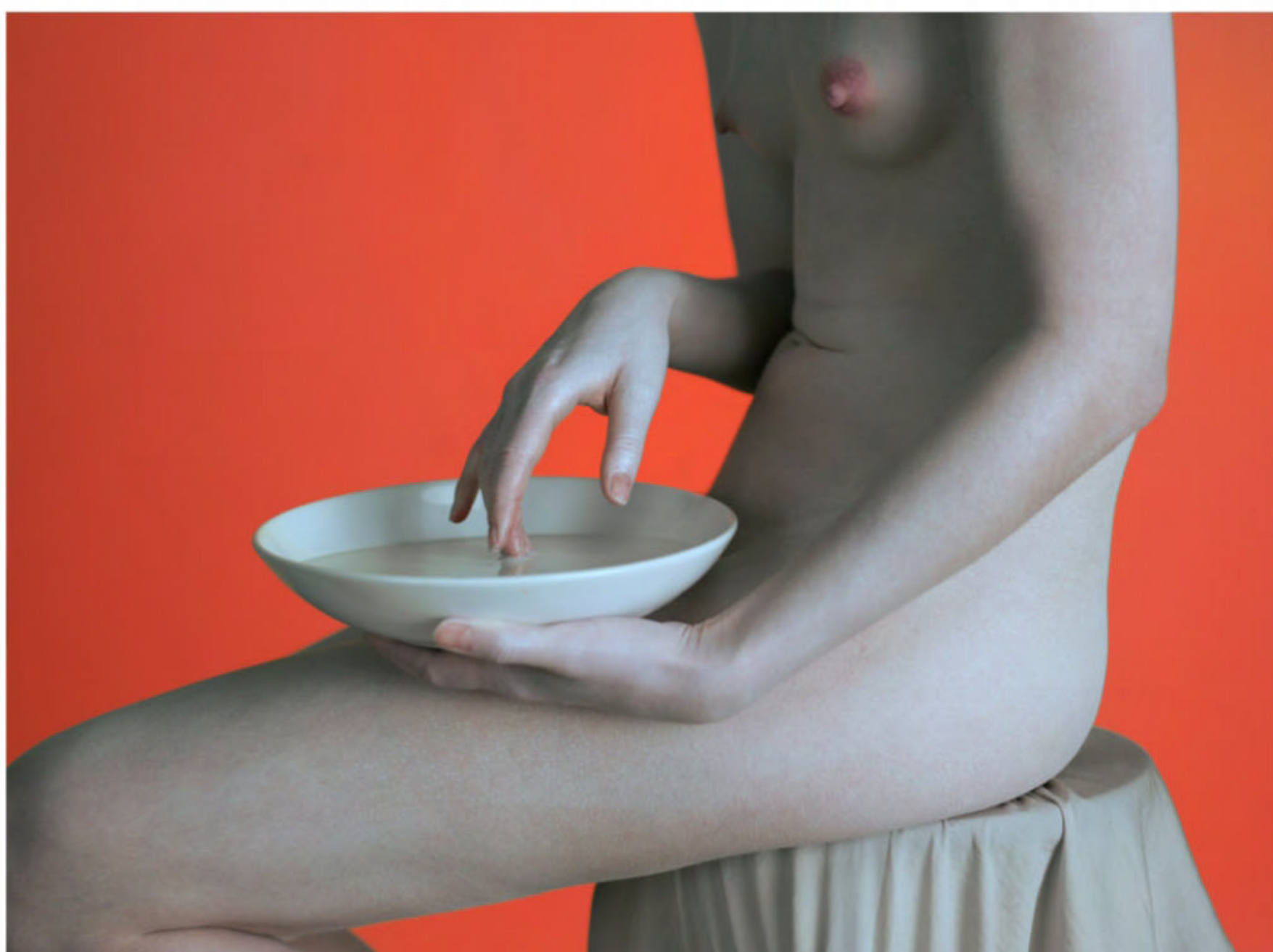












NICOLAS GUERIN

ALINA & MARISA

PATAGONIE / ANDES / ATACAMA / CHILI





























Special thanks : Alejandra & Cristian






Flash on

Yan Senez ————— *p 222*

Daniella Midenge ————— *p 234*

Room with a view ————— *p 248*



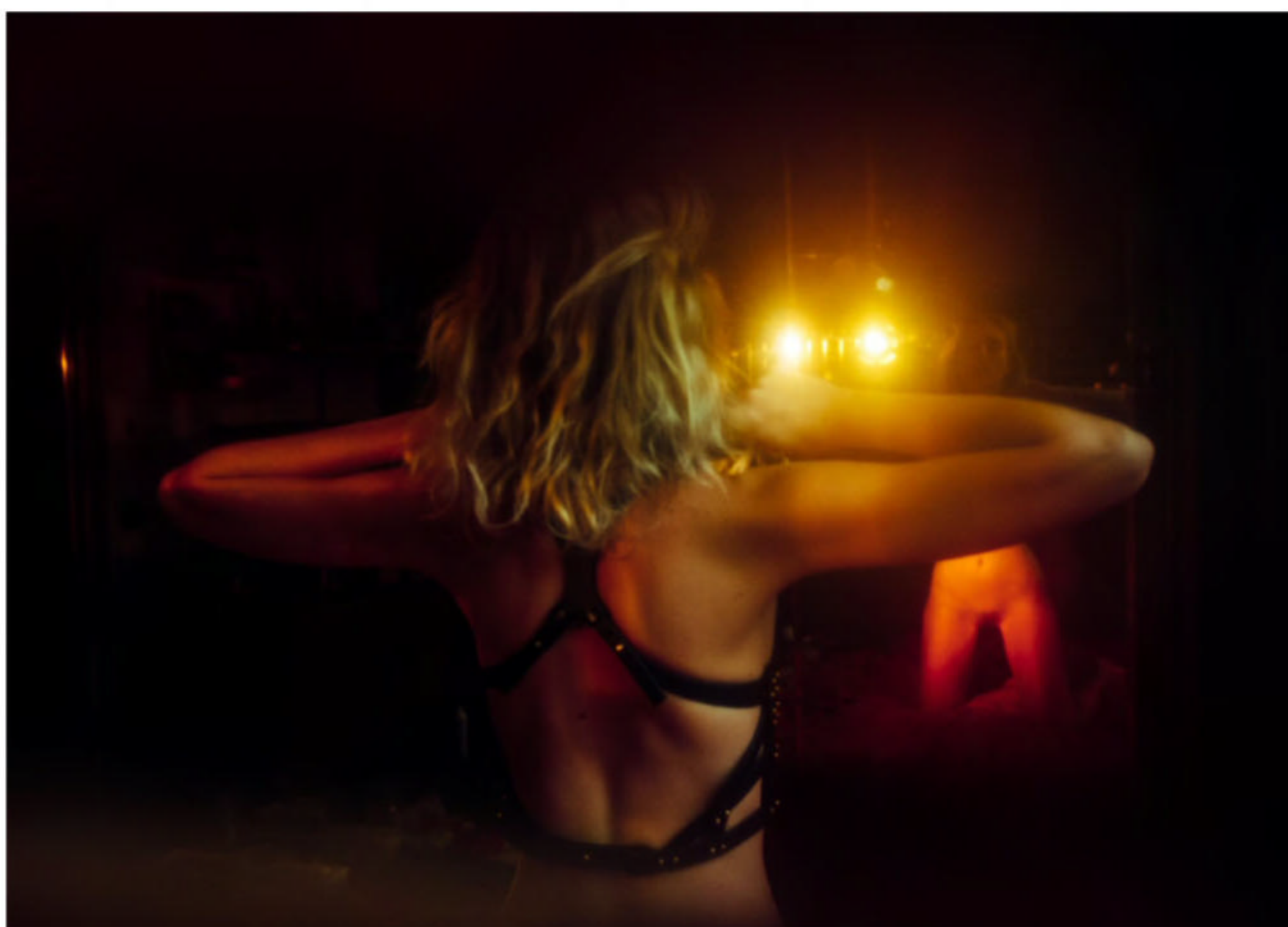
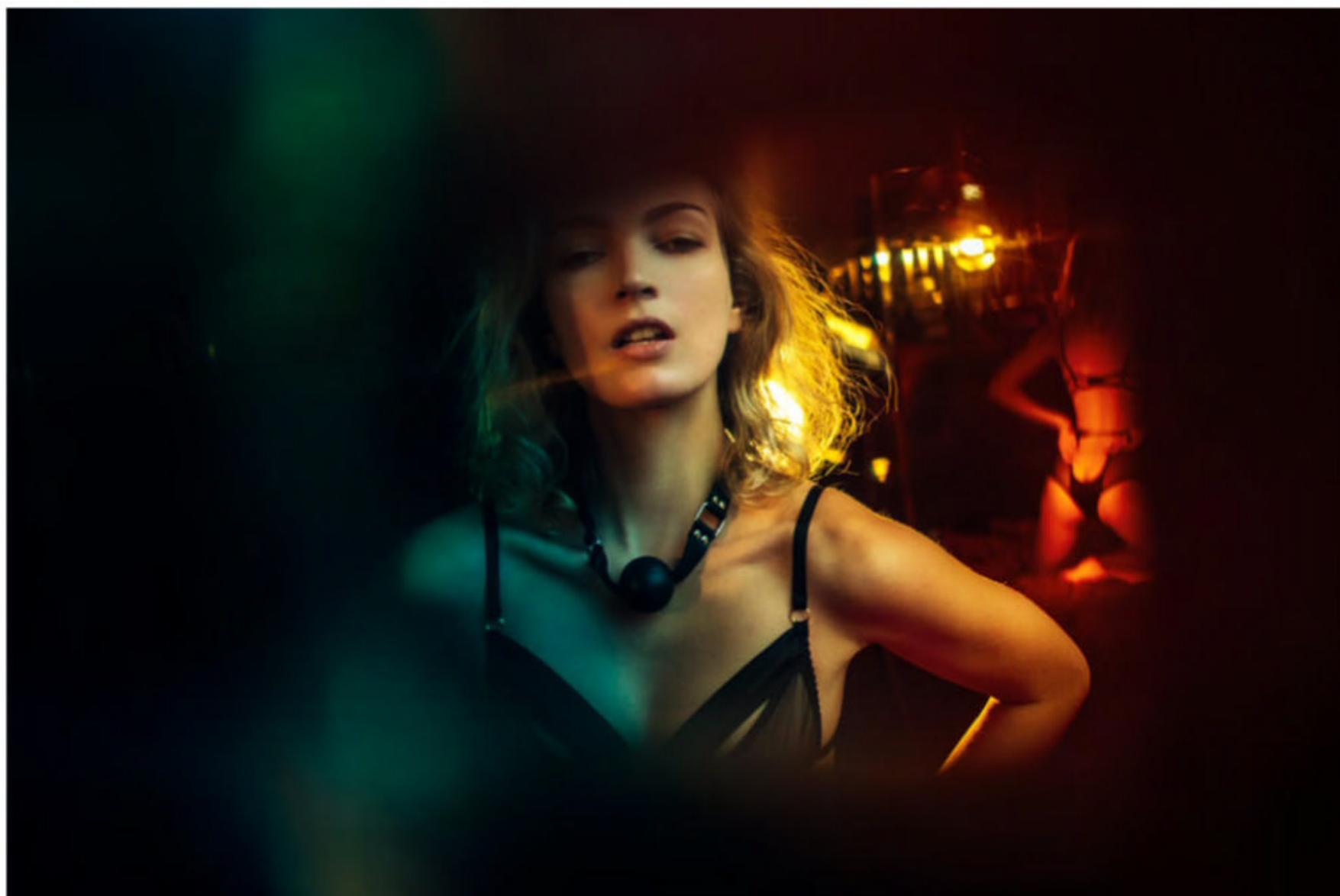
YAN SENEZ

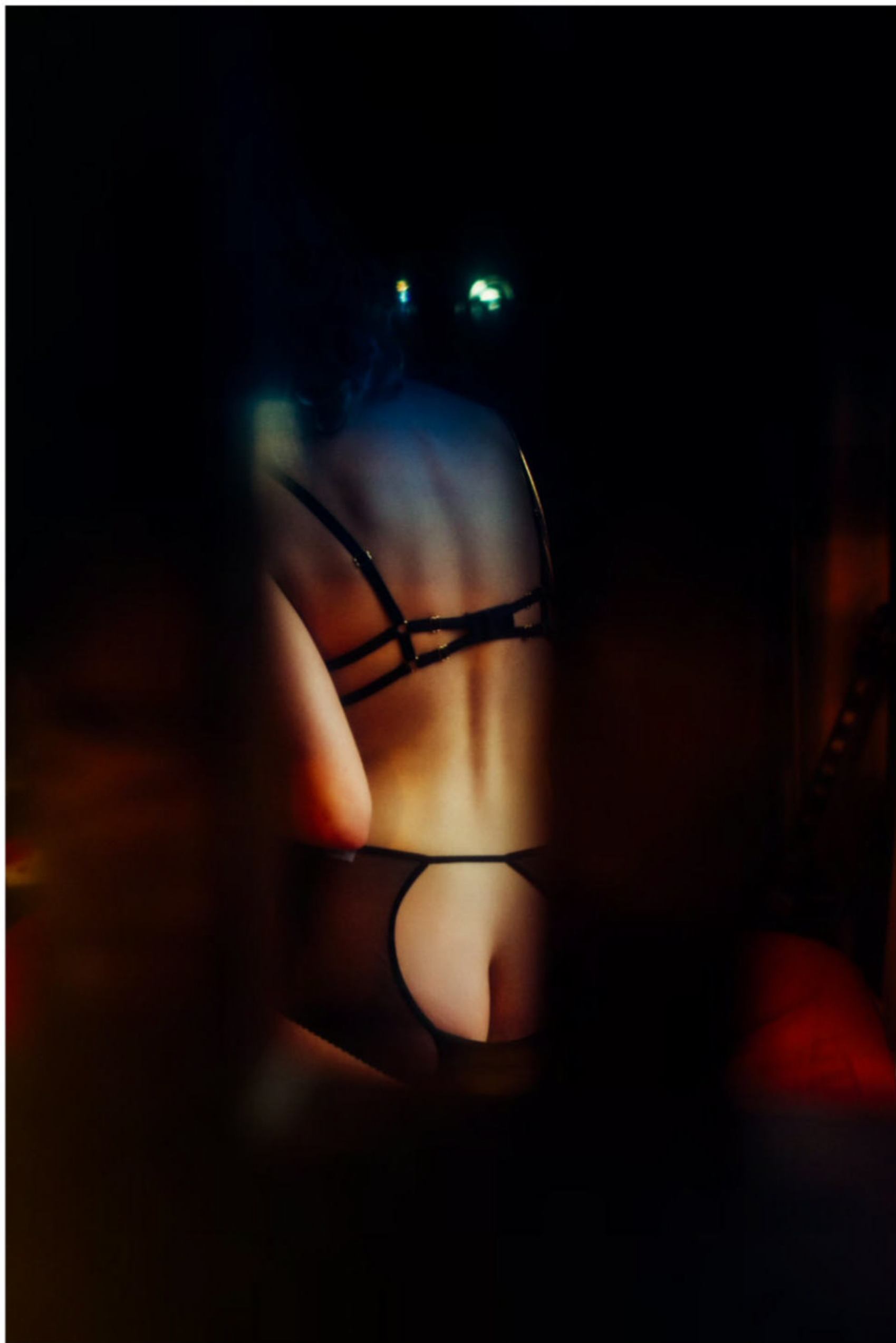


With an eclectic career that led him to such occupations as musician, comedian, creative director, assistant photographer, retoucher or even digital operator, Yan Senez pours all of his experience into his photographic work to assemble his frame of vision of the world. After launching with his partner, Christophe Wagnies, the company D-Factory, a capture and editing studio, and having worked with multiple photographers, Yan decided to fully dedicate himself to his pictures.

Thanks to his research on colour and composition, an elegant atmosphere, directly inspired by cinema emanates from his pictures. An atmosphere which he pushes sometimes, in his work on artistic nude, to an almost indecent sophistication. Always working in series, he wishes to engage the viewer's reflexion by sublimating the bodies through light. He approaches themes such as the perception of others, the relativity of time and space, the photographic art itself or even the duality of desire.



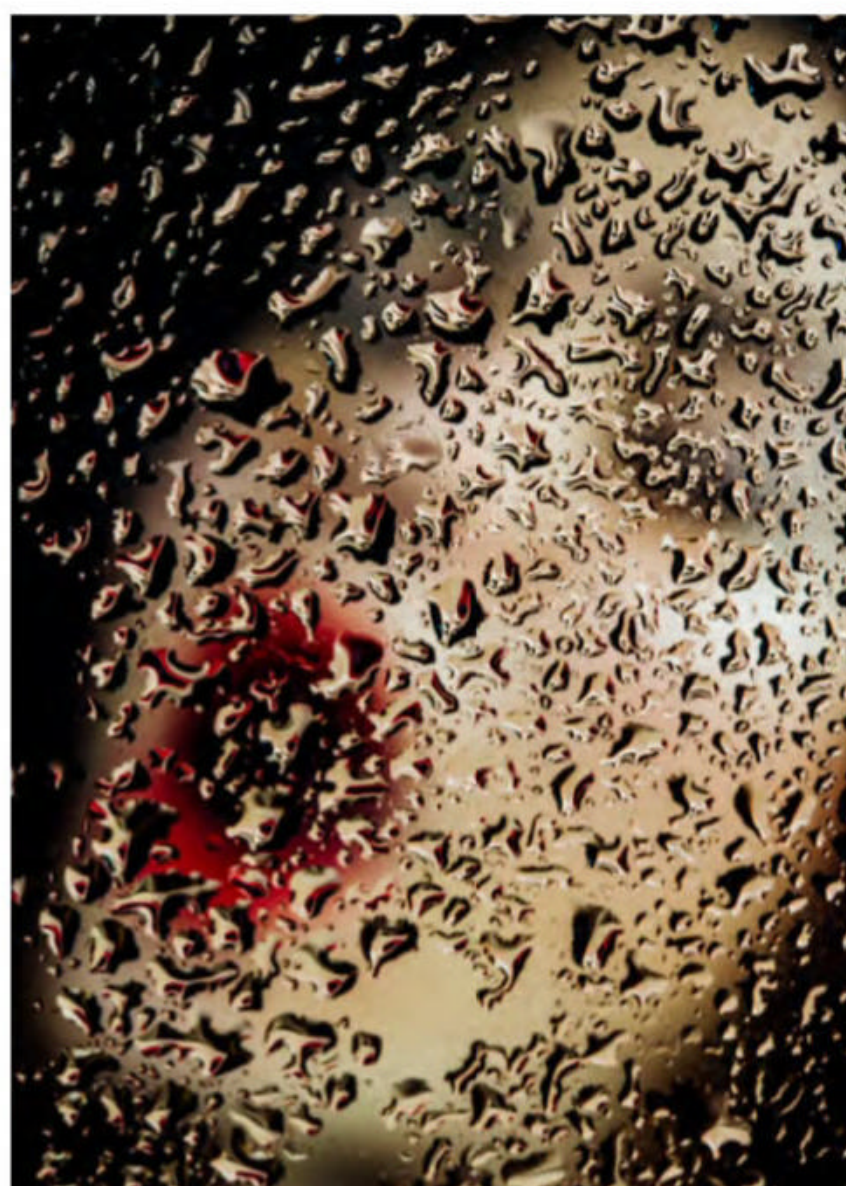
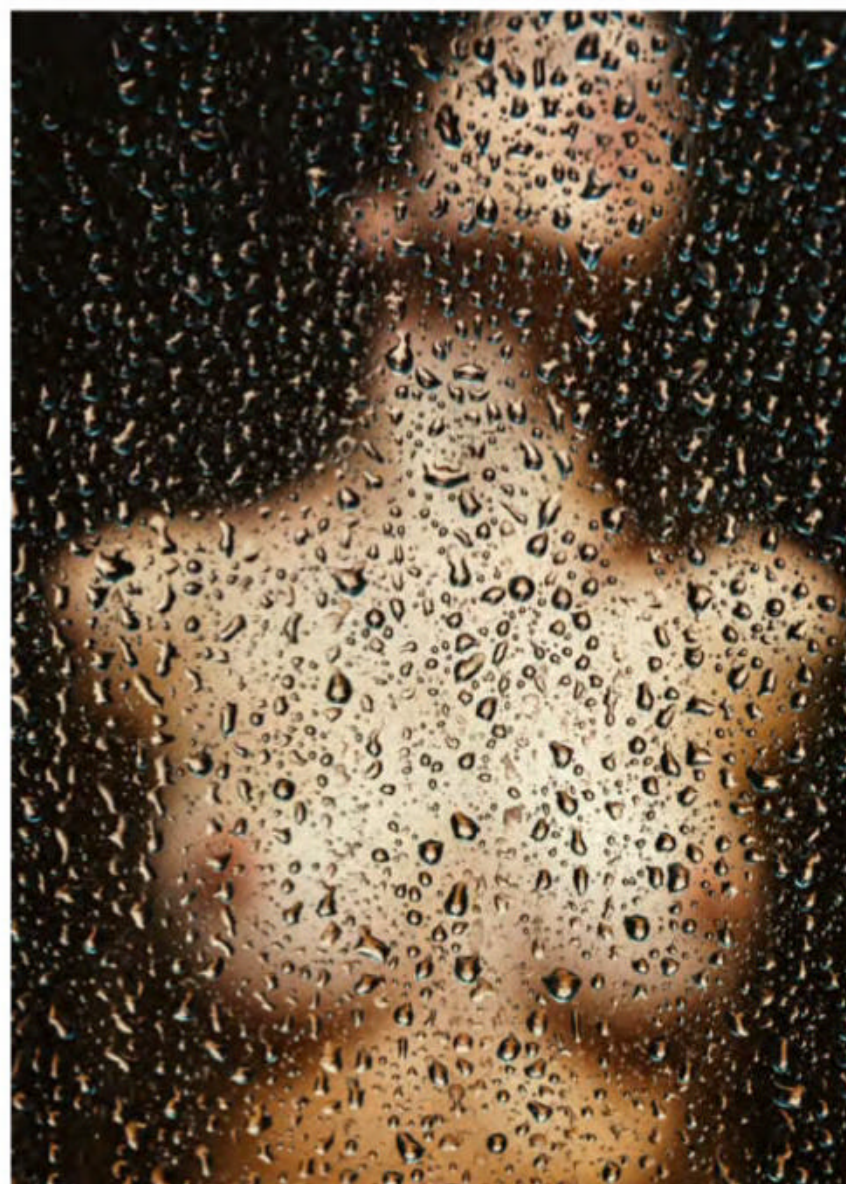






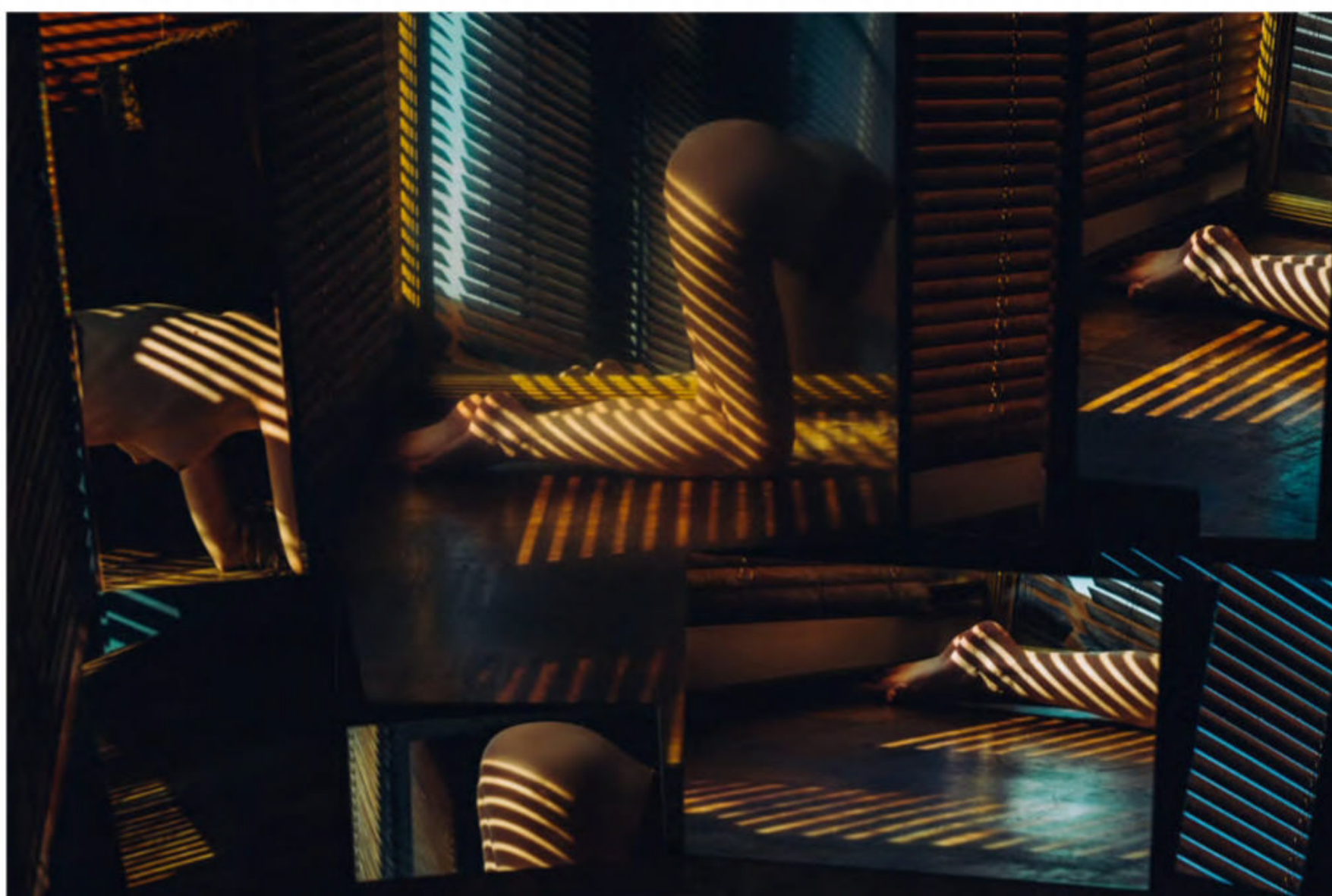














DANIELLA MIDENGÉ





HÉROÏNES HITCHCOCKIENNES



Daniella Midenge's fascinating photographs live on the edge between provocation and art. Her stunning pictures offer a more majestic version of reality. The power that flows through her photographs emanates from an organic and intimate process.

She is most famous for her bold, constricted and audaciously sensual portraits, where women are nude, exposed and can often appear as fragile. But, in her works, women are always heroes who exude sophistication and confidence, despite their sexy poses. They represent proud women, magnified to the ranks of models, of leaders, goddesses worthy of idolation. If Midenge's work is so singular, it is because women who are displayed on her photographs are shown as the stronger sex in a world still widely dominated by men. With her out of the ordinary spirit, Daniella offers us truly unique pieces, both in black and white, and in bright colours, depicting beautiful, lascivious, sensual women, strong and free much like the 1990's supermodels: men are drawn to bow before them.

The feeling of intimacy is also primordial throughout her work. Daniella has always made sure to do "what truly and only came from her heart". She made her debut with small, intimate shooting sessions, only allowing her friends in front of her camera. No big production value, only a natural light. She has kept that spirit to this day even if her resources have evolved: her main focus is the subject of the picture. To her, photography is "like a brief love story". Having been one herself, Daniella knows how to approach her models. Thus, she is able to create photographs that exude sensations. Daniella has had a long relationship with creativity. Born in the remote forests of northern

Sweden, Midenge had no choice but to become creative in order to escape from absolute boredom. With her mother working as an illustrator and her father as a journalist, she had, since childhood, a passion for colours and drawing.

After studying photography, cinema and advertisement, she began by working as an art restorer. From faces on old paintings, she went to work on live ones as a makeup artist, whether in fashion shootings or for drag queens in a Stockholm gay club. As if being multi-talented wasn't enough, Daniella was also a model, working on the other side of the lens. Not very surprising considering her full lips, her chiseled cheekbones, her deep blue eyes and her strong eyebrows. Slowly but surely, Daniella Midenge has become a key figure in modern photography. The mysterious Daniella Midenge seems to be able to achieve anything she sets her mind to. Photography has become her greatest passion and she knows she will not be able to come back from it. She created her first cover for the American version of Marie Claire in 2010. This rapidly jumpstarted her career in fashion photography. Her editorials are now published in Vogue, Harper's Bazaar, Sunday Times, Elle or GQ. Even if she has taken her camera all around the world – most recently to Tel Aviv, Johannesburg, Rome, Stockholm, the Maldives – she now resides in the creators' capital, Los Angeles. And in the middle of such massive competition, her style is unmistakably unique. To define Daniella Midenge with a fixed and frozen portrait is difficult as she shines through her many facets. Every new work sheds a new light on her personality, and one can't help but feel compelled to pierce the exciting mystery that surrounds her.



Daniella Midenge, Selfportrait







Gigi



Jessica Lee Buchanan





Alejandra Guilmant



Daniella Midenge, Selfportrait



Daniella Midenge, Selfportrait



Chloe Bello

Could you describe your style, like a good friend of yours would describe it ?

Strong, confident women who owns their sexuality. Beauty driven. Sensitive color correction. Theatrical.

Is the model the starting point of a photograph?

To me yes, I pay a lot of attention to the model creating the look and vibe around her. I find it hard to set a theme before I know who's casted. Also when I walk into a prop house I rarely have a very clear idea before I enter, I let the objects I come across spark my imagination.

Could you tell us more about your book ? Sex & Cigarettes : your two passions ?

The title came about under stressed circumstances, there are definitely not enough cigarettes for the title and there could be much more sex. But as any book, it doesn't have to make sense, how boring! I used to have a thing where I in the end of each shoot would ask the model to put a cigarette in her mouth and show a breast or two so originally that's where the title comes from. I ended up using less of those photos than expected.

Your favorite hobby ?

Food and conversation. Complete serenity accompanied by a beautiful soundtrack. Surprises. Spontaneity. Meeting great minds. Laughter. Alternate realities. The right time at the wrong place. Live cinema. Play.

Do you consider yourself as a photographer ?

Titles doesn't feel modern to me. I am a

creator of images, not a lens obsessive freak. I don't even know how a lightmeter works.

Is there a limit between eroticism and nude ?

A shitty photo versus an excellent one. It's never the subject it's the photographer. If you are good you can make a prostitute look hard to get.

What makes a good picture for you?

An extra heartbeat in my chest.

What's in your purse?

Lipstick, that I paint my whole face with- cheeks, mouth and of course my Iphone and earphones. I am obsessed with beautiful music!

Your Shoot often women intimacy : could you explain why ?

Nudity is vulnerability and courage at the same time. I love contrasts. And the smile on someone's face when they see a nude photo of themselves that they love. There is nothing like it, if you achieve that with your subject of attention it is very rewarding as most people are critical to their own bodies.

Favorite location (the most photogenic place) ?

I can be in the most decadent places and still end up shooting against a wall outside the bathrooms. It's never been about the environment for me. If I would have to answer something specific on this I would say a very run-down place with a lucrative structure or a graphic clean landscape.

Do you have your own favorite image ?

No, then I would stop taking photos. Of course I have images that mean more to me or that I find turned out more iconic than others but just like with food, you want to have Japanese one day, Swedish the other, all beautiful images are together a delicious smorgasbord.

What camera equipment do you use?

Canon 5 D Mark 5 and ProFoto system, Lightroom and PS.

What part of a shoot is the hardest for you ?

The hardest part of a shoot is when you temporarily run out of ideas, I find the art directing part the interesting one, it's not that hard to take a good photo, but to compose one/create a moment is the thing. All moments are fake so it's all very composed and controlled. It's very random that it's random.

Are you still a model ?

I only started doing modelling work a couple years ago, I was doing photography since way before that. It's mainly a way for me to spy on other photographers as I never assisted and I find it interesting to be taken out of control.

Do you have any upcoming projects that you would like to share with us ?

I have a secret project that I think is going to be really freaking cool but that will only be done in approximately 2 years!

ROOM WITH A VIEW



Artist : Tim Tadder
Model : Jeana Turner

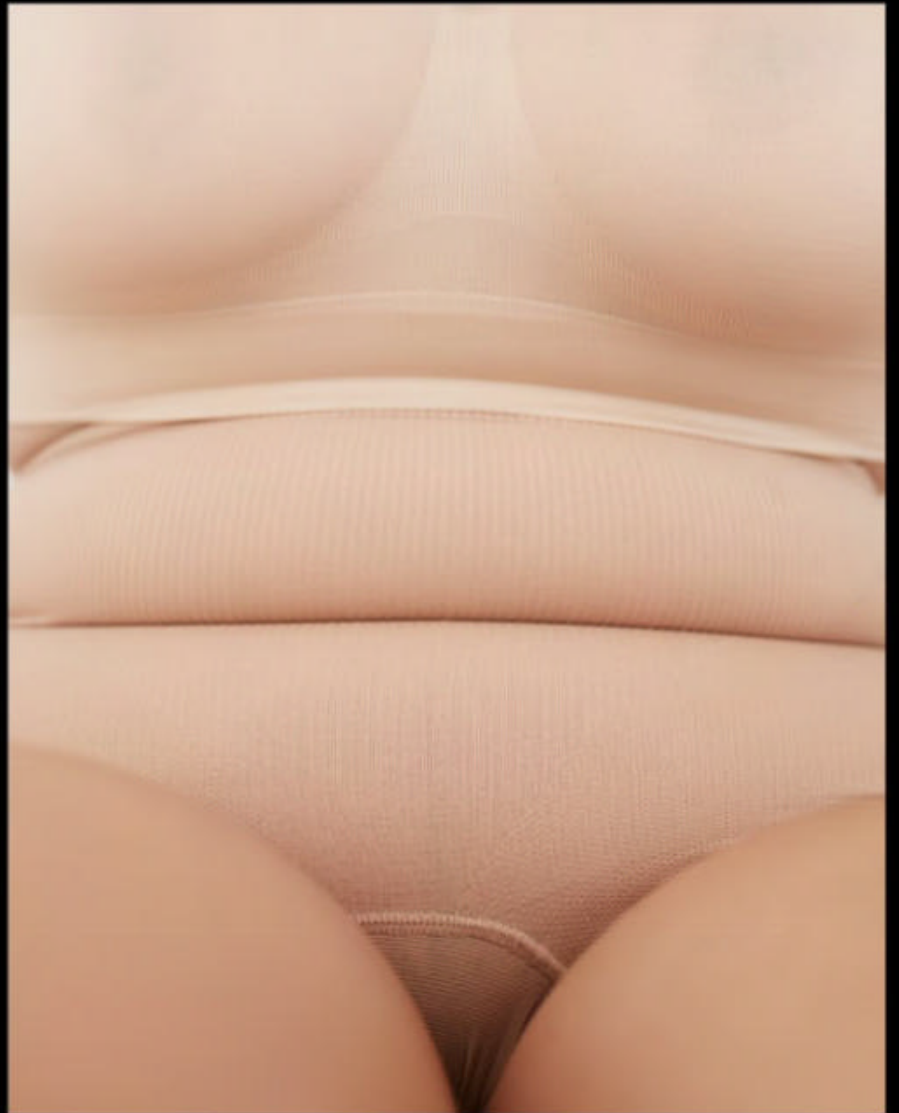
In an effort to encourage our readers' participation and to act as a showcase for young talents, whether experimented or amateurs, we make this insert available to any collaboration or editorial proposition. Feel free to send us your best photos to this address: redaction@incarnatio.fr to maybe be featured in the next issue. In the meantime we recommend you visit the websites and the portfolios of the photographers featured in this issue.



Artist : Emmanuel Grignon
Models : Caterina Raspini, Leslie Sauvage et Julian Reinaudo



Artist : Larry Rostant
Model : Kerry-Ann



Artist : Anna Dabrowska



Artist : Dasha & Mari
Model : Tatiana

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La photographie dans tous ses états



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